

MOREHEAD CITY
NORTH CAROLINA

Gerald A. Jones, Jr., Mayor



COUNCIL

George W. Ballou, *Mayor Pro Tem*
Demus L. Thompson
William F. Taylor
Diane C. Warrender
Harvey N. Walker, Jr.

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Morehead City, North Carolina 28557-4234
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David S. Whitlow
City Manager

AGENDA
MOREHEAD CITY TOWN COUNCIL
Wednesday, November 12, 2014 at 5:30 p.m.
Municipal Chambers
202 South 8th Street

- I. **Regular Meeting Call to Order, Invocation and Pledge of Allegiance**
- II. **Adoption of the CONSENT AGENDA:**
 - A. **Approval of Minutes: Monday, October 20, 2014 – Regular Meeting**
 - B. **Approve the Requests for Release of Overpayment of Ad Valorem Taxes for October 2014 in the amount of \$1,965.67 and Accept the Tax Collector and Finance Director Reports for October 2014**
 - C. **Award Construction of Restrooms at the Newport River Boat Ramp on Radio Island to the Low Bidder, Brydger & Lee of New Bern, N.C., in the amount of \$104,000.00**
 - D. **Adopt Resolution 2014-44 Endorsing the 4th Annual Crystal Coast Countdown Celebration and Authorizing Action Necessary for the Events to be Held on December 31, 2014 and January 1, 2015 on the Morehead City Waterfront**
 - E. **Adoption of the 2015 Town Council Regular Meeting Schedule**
 - F. **Adopt Budget Ordinance Amendment 2014-40 to Adjust the General Fund Due to a Decrease in Privilege License Revenue, Recognize a Donation to The Police After School Program and for Software Expenditures**
 - G. **Adopt Budget Ordinance Amendment 2014-41 Water Treatment Capital Project Fund to Account for Interim Financing**
- III. **Public Hearing: Request Submitted by David Horton to Rezone Property Located at 133 Gloria Dawn Road [PIN #636601278765000] from I [Industrial] to CH [Highway Commercial] – Adopt Resolution of Plan Consistency 2014-45 and Ordinance 2014-39**
- IV. **New Business: Presentation of the Morehead City Economic Development Strategic Plan 2014 – Lee Padrick, Project Manager**

- V. **Citizen Requests/Comments: [2 minute time limit]**
- VI. **City Manager's Report**
- VII. **Council Requests/Comments**
- VIII. **Adjournment**

TOWN OF MOREHEAD CITY

AGENDA ITEM: II.

DATE: November 12, 2014

REQUEST FOR TOWN COUNCIL ACTION

TO: The Honorable Mayor and Town Council

FROM: David S. Whitlow, City Manager

SUBJECT: Adoption of the CONSENT AGENDA

Background Information Attached: Yes X No

II.A. Approval of Minutes: Wednesday, October 20, 2014 – Regular Meeting

Approve the minutes of Wednesday, October 20, 2014, Regular Meeting and dispense with the reading.

II.B. Approve the Requests for Release of Overpayment of Ad Valorem Taxes for October 2014 in the amount of \$1,965.67 and Accept the Tax Collector and Finance Director Reports for October 2014

Approve the Requests for Release of Overpayment of Ad Valorem Taxes for October 2014 in the amount of \$1,965.67 and accept the Tax Collector and Finance Director Reports for October 2014.

II.C. Award Construction of Restrooms at the Newport River Boat Ramp on Radio Island to the Low Bidder, Brydge & Lee of New Bern, N.C., in the amount of \$104,000.00

On September 25, 2014, the bids [Attached] for the construction of the restrooms at the boat ramp on Radio Island were received. The purpose of these restrooms is to provide a more convenient location than the existing restrooms located on the boardwalk at the fishing pier for our ramp users. Nine [9] bids were received with the apparent low bidder being Brydge & Lee of New Bern in the amount of \$149,500. Our construction budget for this project was just over \$118,000.

The Architect and the contractor have identified ways to cut expenses to bring the project within the budget. This has been accomplished primarily through a reduction in the porch area on the front of the building and a change in the type of handrail used. Other changes involved the plumbing fixtures and a shorter access ramp to the building. It was also recognized the project would not need performance or payment bonds which have also been deducted. These changes brought the project cost to \$104,000 as indicated in the attached letter from Brydge & Lee. This project is funded entirely through grants administered by Marine Fisheries to the City.

After review and discussion the Public Works Committee of the Council agreed to recommend to the City Council the award the construction of the restrooms to the low bidder, Brydge & Lee Inc. in the amount of \$104,000.00.

Award construction of restrooms at the Newport River Boat Ramp on Radio Island to the low bidder, Brydge & Lee of New Bern, N.C., in the amount of \$104,000.00.

II.D. Adopt Resolution 2014-44 Endorsing the 4th Annual Crystal Coast Countdown Celebration and Authorizing Action Necessary for the Events to be Held on December 31, 2014 and January 1, 2015 on the Morehead City Waterfront

The Fourth Annual Crystal Coast Countdown is a series of special events held across the various towns on the Crystal Coast and culminates in a "Crab Pot Drop" and fireworks display on the Morehead City Waterfront on December 31st. The "Crab Pot Drop" will take place in Katherine Davis Park from 9:00 p.m. to just after midnight. The Crystal Coast Countdown Committee is requesting various street and sidewalk closures and ancillary services in order to make this event a success. The Public Works Committee of the Council reviewed the request and recommended adoption.

Adopt Resolution 2014-44 Endorsing the Fourth Annual Crystal Coast Countdown Celebration and Authorizing Action Necessary for Events to be held December 31, 2014 and January 1, 2015 on the Morehead City Waterfront.

II.E. Adoption of the 2015 Town Council Regular Meeting Schedule

As per G.S. 143.318.12, the proposed 2015 Town Council Schedule of Regular Meetings is presented for Council approval. Because of the dates of the North Carolina League of Municipalities Annual Conference there is a conflict with the regularly scheduled meeting date in October. The schedule as adjusted sets the October Meeting date on Monday, October 19, 2015. The Finance and Administration Committee of the Council reviewed the proposed schedule and recommended adoption.

Adopted the 2015 Council Schedule of Regular Meetings as presented.

II.F. Adopt Budget Ordinance Amendment 2014-40 to Adjust the General Fund Due to a Decrease in Privilege License Revenue, Recognize a Donation to the Police After School Program and for Software Expenditures

The purpose of this amendment is to adjust the budget as follows:

- To reduce Other Taxes by \$17,000 for the estimated decrease in Privilege License revenue due to changes in the NC General Statutes governing this revenue source.
- To increase Miscellaneous Revenue and Expenditures in the Police Department to recognize a donation from St. Egbert's School to be utilized for the Police Department After School Program.
- To increase Central Services Expenditures for the estimated cost of financial transparency software for the Town's web page.
- To decrease Contingency by \$23,500 as follows:
 - Offset the estimated reduction in Privilege License revenue
 - Offset increase in Central Service expenditures for estimated cost of financial transparency software for the Town's web page.

The Finance & Administration Committee of the Council reviewed the budget ordinance and recommended adoption.

Adopt Budget Ordinance Amendment 2014-40 to adjust the General Fund due to a decrease in Privilege License revenue, to recognize a donation to the Police After School Program and for software expenditures.

II.G. Adopt Budget Ordinance Amendment 2014-41 Water Treatment Capital Project Fund to Account for Interim Financing

The purpose of this amendment is to update the budget to increase revenue \$4,932,000 from the bond anticipation note which provided interim financing for the project and to increase expenditures in the same amount for the payoff of the interim financing. Note: Permanent financing for the project has been approved by USDA. The Finance and Administration Committee of the Council reviewed the proposed ordinance and recommended adoption.

Adopt Budget Ordinance Amendment 2014-41 Water Treatment Capital Project Fund to account for interim financing.

Recommended Action: Adopt the CONSENT AGENDA with one [1] motion. Any item[s] may be removed and discussed separately.

Board Action: **Approved:** 1st: _____ 2nd: _____
VOTE: Ayes _____ Nays _____ Postponed/Tabled _____

A.

**Town Council Minutes
Morehead City, North Carolina**

Monday, October 20, 2014

The Honorable Council of the Town of Morehead City met in Regular Session on Monday, October 20, 2014, at 5:30 p.m., in the Municipal Chambers located at 202 South 8th Street, Morehead City, North Carolina. Those in attendance were:

MAYOR:	Gerald A. Jones, Jr.
MAYOR PRO-TEM:	George W. Ballou
COUNCIL:	William F. Taylor [Absent]
	Demus L. Thompson
	Harvey N. Walker, Jr.
	Diane C. Warrender
CITY MANAGER:	David S. Whitlow
CITY CLERK:	Jeanne M. Giblin
CITY ATTORNEY'S OFFICE:	Nelson W. Taylor, III; Derek Taylor; Mike Thomas
OTHERS:	Police Chief Wrenn Johnson, Haywood Wilder,

Neal Nelson, Kelly Guthrie, Bernette Morris, Planning Director Linda Staab, David T. Willis, II, David Freshwater, Walter Kittrell, John H. Grayson, Howard Garner, Peggy Garner, Eric Broyles, Walter H. Compton, Chuck Sewell, Jane Sewell, John Rouse, Ralph Nitt, Alex Nitt, Ed Bailey, Chris Moore, Mark Hibbs, Reporter, THE CARTERET NEWS TIMES, and several others

I. Regular Meeting Call to Order, Invocation and Pledge of Allegiance

Mayor Jones called the meeting to order at 5:30 p.m. Councilman Thompson gave the invocation and all joined in The Pledge of Allegiance.

Mayor Jones announced that Councilman Taylor would be absent this evening due to a prior engagement.

II. Special Presentation: Resolution of Sympathy in Remembrance of Police Officer Christina Della Cava

The Town of Morehead City strives to honor those who have performed exemplary service for the betterment of its citizens. Christina Della Cava, who passed on July 13, 2014, was a member of the Morehead City Police Department. She began her career on October 10, 2011, as Police Officer I. She will be remembered by her brothers and sisters in blue for her smile, joy, laughter, energy and compassion. Mayor Jones presented the Resolution of Sympathy to members of the Morehead City Police Department.

III. Adoption of the CONSENT AGENDA:

III.A. Approval of Minutes: Tuesday, September 9, 2014 – Regular Meeting

Approved the minutes of Tuesday, September 9, 2014, and dispensed with the reading.

III.B. Approve the Requests for Release of Overpayment of Ad Valorem Taxes for September 2014 in the amount of \$38.45; and Accept the Tax Collector and Finance Director Reports for September 2014

Approved the requests for release of overpayment of Ad Valorem Taxes for September 2014 in the amount of \$38.45; and accepted the Tax Collector and Finance Director Reports for September 2014. [Financial Reports are attached to and made a part of these minutes herein by reference.]

III.C. Approve Agreements with the North Carolina Department of Transportation [NCDOT] and the Town of Morehead City for Mowing and Sweeping Reimbursement

Presented are two [2] contracts between the Town of Morehead City and the North Carolina Department of Transportation [NCDOT] for reimbursement from the state for certain services done by the City. One [1] contract relates to NCDOT requesting the City perform routine and/or cleanup mowing of vegetation within the rights-of-way of certain state maintained routes. NCDOT will reimburse the City for the actual cost for labor and equipment not to exceed a maximum amount of \$4,000 for up to six [6] mowing cycles per year. The second agreement is for routine sweeping of the curb and gutter along Arendell Street from the western City limit to the fence at the State Port. NCDOT will reimburse the City for the actual cost for labor and equipment not to exceed a maximum amount of \$3,700 for up to six [6] sweeping cycles per year. The Public Works Committee reviewed the proposed agreements.

Approved the Agreements with the North Carolina Department of Transportation [NCDOT] and the Town of Morehead City for Mowing and Sweeping Reimbursement. [The contracts are attached to and made a part of these minutes herein by reference.]

III.D. Adopt Memorial Resolution 2014-42 in Remembrance of Police Officer Christina Della Cava who passed on July 13, 2014

Adopted Memorial Resolution 2014-42 in Remembrance of Police Officer Christina Della Cava who passed on July 13, 2014. [Resolution 2014-42 is attached to and made a part of these minutes herein by reference.]

III.E. Adopt Three [3] Budget Ordinance Amendments:

Budget Ordinance Amendment 2014-36 for Various Items

The purpose of this amendment is to adjust the budget in the General Fund as follows:

- To increase the Central Services budget by \$4,800 for City Hall maintenance in the Planning Department.
- To increase Transfers to Other Funds for \$33,000 to be transferred to the School Building Acquisition/Improvement Capital Project Fund for the estimated costs of a structural assessment for the Charles Wallace Building.
- To decrease Transfers to Other Funds by \$136,350. This amount was included in the initial FYE June 30, 2015 budget to fund three [3] new positions in the Fire/EMS Fund beginning in October 2014. These positions (plus 6 more) will be funded from

Wildwood District charges for services and increased ambulance fees instead of the General Fund transfer.

- Increase Contingency by \$98,550, the net amount of the above three [3] items.

The purpose of this amendment is to adjust the budget in the Fire/EMS Fund as follows:

- Recognize increased revenue and expenditures for assumption of Fire/EMS services to the Wildwood District in the amount of \$436,500 to be paid by Carteret County and estimated increased ambulance fees in the amount of \$75,000.
- Increase revenue and expenditures by \$1,675 for insurance reimbursement for vehicle damages during a recent rain/flooding event.
- Decrease Transfers from General Fund in the amount of \$136,350 initially budgeted for 3 new positions scheduled to begin in October, 2014. Funding for these positions, plus 6 more, is included in the first item of this budget amendment and the General Fund transfer will not be necessary. Expenditures are reduced by the same amount.

Budget Ordinance Amendment 2014-37 for School Property Acquisition/Improvements Capital Project Fund

The purpose of this amendment is to update the budget as follows:

- Increase Transfers from General Fund and Wallace School Building Improvement expenditures by \$33,000 for the estimated cost of the structural assessment for the Charles Wallace Building.

Budget Ordinance Amendment 2014-38 for Water and Sewer Extensions/Improvements Capital Project Fund

The purpose of this amendment is to adjust the budget as follows:

- Increase interest income \$3,201 to reflect additional earnings in the fund.
- Reduce Contributed Capital-Morgan St. by \$16,036 to reflect actual revenue received by the developer and decrease Morgan St. expenditures by \$11,036.
- Recognize Rural Center grant funds of \$40,000 received related to The Vinings at Wildwood project and decrease Contributed Capital-Vinings at Wildwood by the same amount.
- Decrease Contributed Capital-Vinings by \$3,888 to reflect actual revenue received by the developer and decrease The Vinings related expenditures by \$13,560 to reflect actual project costs.
- Adjust the amount reserved for future appropriation as follows:
 - Increase by \$3,201 for additional interest income received
 - Decrease by \$5,000 for Town funding of Morgan St. improvements
 - Increase by \$9,672 for revenue and transfers related to The Vinings that exceeded project costs

The Finance Committee of the Council reviewed the proposed budget amendments and recommended adoption.

Adopted Budget Ordinance Amendment 2014-36 for Various Items, adopt Budget Ordinance Amendment 2014-37 for School Property Acquisition/Improvements Capital Project Fund and Budget Ordinance Amendment 2014-38 for Water and Sewer

Extensions/Improvements Capital Project Fund. [Budget Ordinance Amendments 2014-36, 2014-37 and 2014-38 are attached to Ordinance Book #7 in the vault.]

III.F. Award Contract No. 87 – 2014 Sanitary Sewer Improvements [Sewer & Water Concrete] to the Low Bidder, KBS Construction Company, in the Amount of \$88,620.00

On September 30, 2014, the following bids were received for Contract No. 87 – Sanitary Sewer Improvements:

KBS Construction Company	\$	88,620.00
Sunland Builders	\$	94,975.00
James L. Cayton Utilities, Inc.	\$	96,800.00
Thomas Simpson Construction	\$	99,341.78
Bear Contracting	\$	137,655.00

The award is recommended to KBS Construction Company in the amount of \$88,620.00. The Public Utilities Committee of the Council reviewed the bids.

Award Contract No. 87 – 2014 Sanitary Sewer Improvements [Sewer & Water Concrete] to the Low Bidder, KBS Construction Company, in the amount of \$88,620.00, contingent upon review and approval by the City Attorney

Councilman Walker MOVED, seconded by Councilman Thompson, and carried unanimously [Councilman Taylor absent], to adopt the CONSENT AGENDA with one [1] motion.

IV. Public Hearing: Voluntary Contiguous Annexation Request for Williams Family Properties, LLC [Al Williams] for property located at 5192 Highway 70, .64 acres, PIN #6356-1287-1208-000 and Part Lot 41 Lot 43 Industrial Park, .133 acres, PIN #6356-1287-0422-000 – Adopt Ordinance 2014-33

Planning Director Linda Staab reported that the properties under consideration for annexation are contiguous to the present City limits, contain approximately 0.77 acres and are zoned CH [Highway Commercial] District. The current tax value is estimated to be \$359,587. Based on a \$0.33 tax rate, \$1,186.64 in tax revenues would be generated. Water and sewer will be accessed from Highway 70 and Industrial Drive. All costs associated with extending the water/sewer service to the newly annexed property will be the responsibility of the owner. The Planning Committee reviewed the proposed annexation.

Mayor Jones opened the public hearing. No one spoke for or against the annexation request.

Mayor Jones closed the public hearing.

Councilman Thompson MOVED, seconded by Councilwoman Warrender, and carried unanimously [Councilman Taylor absent], to adopt Ordinance 2014-33 granting Voluntary Contiguous Annexation for Williams Family Properties, LLC [Al Williams] for property located at 5192 Highway 70, .64 acres, PIN #6356-1287-1208-

000 and Part Lot 41 Lot 43 Industrial Park, .133 acres, PIN #6356-1287-0422-000.
[Ordinance 2014-33 is attached to Ordinance Book #7 in the vault.]

V. Unfinished Business:

V.A. Award Otis Landing [Jib Property] Bids to the Low Bidder, T.D. Eure in the Amount of \$300,000

At the July 8, 2014 Council Meeting the Council was advised that the bids on Phase II of the Jib Project were all over budget and that the City could not pare down the price to the funds available. At that time the Council rejected all the bids and authorized the City staff to make the necessary changes to rebid the project.

On October 15, 2014, the following bids were opened:

<i>DESCRIPTION</i>	T D Eure	Primus Contracting, Inc
- Otis Landing – Framing and construction of new pile supported heavy timber deck with cross bracing	\$300,000	\$392,371

City staff recommended awarding the bid to T.D. Eure in the amount of \$300,000.

Councilman Ballou MOVED, seconded by Councilman Thompson, and carried unanimously [Councilman Taylor absent], to award the Otis Landing [Jib Property] Bids to the Low Bidder, T.D. Eure in the amount of \$300,000 for the framing and construction of new pile supported heavy timber deck with cross bracing at the Otis Landing [Jib Property] site.

V.B. Approve Contract with McDavid and Associates of Farmville, N.C. for Planning and Design of the Arendell Street Sidewalk Project from North 25th to North 35th Streets in the Amount of \$13,500 Contingent upon North Carolina Department of Transportation [NCDOT] Review and Approval

City Manager Whitlow reported that at the August 18, 2014 City Council Meeting approval was received to begin negotiating a contract with McDavid Associates of Farmville, N.C. for design services related to the Arendell St. sidewalk project. The project area begins at the terminus of existing sidewalk at the intersection of Taylor Street in front of Camp Glen School and will continue east to 25th Street where existing pavement/sidewalk exists. No sidewalks are to be removed, this project will fill in the gaps where sidewalk is nonexistent.

Funding for the project is through the Federal Highway Administration with the match provided by NCDOT. The project should be completely covered by federal and state funding. Material testing and construction engineering services are included in the funding up to 15 percent of the total construction cost. Any additional funding for this activity must be provided by the City.

The tentative schedule is that the design work will occur during the first of the 2015 calendar year with plans and specifications ready to bid by June 30, 2015. A copy of the proposed agreement is attached.

Councilman Thompson commented about a specific area near the Carteret Hospital Imaging Center where the sidewalk needs to be mended.

Councilman Ballou MOVED, seconded by Councilwoman Warrender, and carried unanimously [Councilman Taylor absent], to award the design services for the 25th – 35th Arendell Street Sidewalk Project to McDavid Associates of Farmville, N.C., in the amount of \$13,500 contingent upon NCDOT review and approval.

VI. Citizen Requests/Comments: [2 minute time limit]

There were no citizen requests or comments.

VII. City Managers Report: Surplus Real Property Disposal Update

City Manager David Whitlow reported that the City has received no responses to the bid notices for the sale of three [3] surplus properties: 304 North 25th Street, 101 North 5th Street and 1706 Bay Street. The City did receive a proposal, however, it was not a cash transaction and, therefore, cannot be viewed as a viable offer. City staff will continue to explore other options for the disposal of these properties and it will be again reviewed by the Finance and Administration Committee for further discussion.

No action taken.

VIII. Council Requests/Comments:

Councilman Ballou thanked all City employees for helping in the success of the North Carolina Seafood Festival [NCSF]. He continued that he is always amazed at the dedication of the City employees who do their part during this time and knows that it is recognized by the NCSF Board of Directors.

Councilman Thompson added his thanks.

Mayor Jones recessed the meeting until 7:00 p.m.

IX. Discuss and Receive Comments on North Carolina Department of Transportation Option #3 for the Construction of Certain Medians on Arendell Street [Highway #70] in Morehead City and Possible Adoption of Resolution 2014-43 In Support of Option #3 for the Construction of Medians on Arendell Street [Highway #70] in Morehead City, N.C.

Mayor Jones reopened this portion of the meeting at 7:00 p.m. Those in attendance were:

MAYOR:	Gerald A. Jones, Jr.
MAYOR PRO-TEM:	George W. Ballou
COUNCIL:	William F. Taylor [Absent]
	Demus L. Thompson

CITY MANAGER:

Harvey N. Walker, Jr.

CITY CLERK:

Diane C. Warrender

OTHERS:

David S. Whitlow

Jeanne M. Giblin

Cecilia Pfaff, Sloane Pfaff, Rick Stevens, Larry Holler, Sharon Holler, Beth Stevens, Matthew Swiber, Chuck Sewell, M. J. Sewell, Carole Compton, Brenda Davies, Beth Parker Henry, Keith Henfy, Ruth Paxler, Howard Garner, Peggy Garner, Gary Ridgeway, John H. Grayson, Ray Cox, Gail Cox, Emily Lingelbach, Georgia Lingelbach, Alexander Nitt, Tracey Walker, Lee Styron, Linda Styron, Edwin P. Bailey, Gerardo Rodriguez, Merv Turnage, Jeff Turnage, Jessica Moore, Chris Moore, Gene Hollowell, Doris Hollowell, L. R. Blankenship, Alan Blankenship, Jason Gilliken, William N. Horton, Con T. McDonald, Chris Davies, Sally S. Lumpkin, Richard Harrell, Gerald Moore, Walter Compton, Don Ditto, Max Murphy, Ray Kittrell, Cathy Crowell, Glenn Gage, Walter Kittrell, David T. Willis II, David Freshwater, Dawn Newsom, Buddy Kittrell, Gail A. Mauro, Linwood Worthington, Jorinda Murphy, Susan W. Snyder, Brad Mercer, Eric Broyles, CFC, Guthrie Interiors, Melvin Bright, Vernon Hill, Richard Parker, Randall Parker, Lee Lumpkin, Ralph Nitt, John Rouse, Haywood Daughtry, Mark Hibbs, Reporter, THE CARTERET NEWS TIMES and several others.

Mayor Jones commented that a year or so ago the initial project was brought before the citizens of Morehead City. The proposal presented now is a much smaller version.

City Manager Whitlow reported [attached to and made a part of these minutes herein by reference is the City Manager's comments on US Highway 70 Improvements] that over the spring and summer he and the Planning Director met with identified persons and organizations that had expressed concerns both for and against the proposed options for design and construction of medians on Highway #70. These concerns were discussed with representatives of the Department of Transportation. In some instances the requests would be accommodated and in other instances not.

The proposed Option #3 is a greatly reduced program from what was originally proposed in 2012 and would alter traffic flows in only three [3] sections of the highway:

- Immediately west and east of the intersection of Highway 70, Bridges Street Extension and Highway 24
- A segment beginning at Rochelle Drive and extending east to a point just east of Mansfield Parkway
- A segment beginning at Neuse Avenue and extending east to Friendly Road.

It was ascertained that NCDOT will not move forward with the project without the support of the Morehead City Council.

Mayor Jones reminded those in attendance that the public meeting this evening was so that the Council could receive comments and determine whether it wished to adopt a resolution supporting Option #3 or not.

The Council thanked Senator Norman Sanderson who was in the audience for representing the citizens in Raleigh.

Cecilia Pfaff of 4220 Sound Drive stated she has seen the traffic increase tremendously especially in the business area west of Sound Drive and the Savannah Drive intersection. She was interested in having a stoplight placed at the end of Savannah Drive. She was not interested in the median project, however, medians would be acceptable if it were part of the stoplight.

Gary Ridgeway of 4113 Sound Drive stated he has seen the increase in traffic along Arendell Street. He was against more stoplights and felt that the median would not solve the middle lane of Arendell Street from being used as a dragstrip. He was against the median project.

David Freshwater of 220 Roanoke Avenue said he owned a small shopping center in the vicinity of the proposed medians. He felt that the medians would damage every business along Arendell Street. He stated he went to Havelock [which has medians] and most businesses said the median has detrimentally affected them. He was also not sure if adding a stoplight would help. The projected plans also did away with the turning lane into his shopping center. He was against the median project.

Walter Compton of 4644 Arendell Street requested that the speed limit be lowered further west on Arendell Street. He questioned various sites where the median was to be placed. He commented that in his opinion, Option #3 was the best option for the median project.

Larry Holler of East Coast Square stated that 3,000 to 4,000 cars move between his medical buildings every day. These buildings were built to support the medical needs of the town. He cannot get emergency vehicles in and out of his parking lots due to the traffic on Arendell Street. Doctors do not want to practice in his facilities because of the inaccessibility of the ingress and egress. People who come to Morehead City for medical needs and education support the hotels and restaurants. He was for the median project.

Max Murphy of 216 Straits Drive, Beaufort, stated that medians cause more problems than they solve. He was of the opinion that the money could be better off spent for stoplights and drainage. He was against the median project.

Vernon Hill of 4010 Arendell Street stated he was totally against the medians. He stated that major business chains will pull out of Morehead City if the median project is done. He commented that he liked Melvin Bright's editorial in the Sunday edition of THE CARTERET NEWS TIMES.

Chris Davies of 4838 Arendell Street stated that the Highways 70 & 24 intersection was a nightmare. Another stoplight will get more wrecks. Dropping the speed limit to 35 will make a difference.

Con McDonald of 4205 Sound Drive stated he remembered when there were medians in Morehead City. The medians were removed because they caused traffic accidents. He stated he represented the residents of Sound Drive who were concerned that the street is only 18 feet wide. Savannah Drive is only 16 feet wide. Traffic should not be allowed into residential neighborhoods. He would like a stoplight at the end of Savannah Drive, but is against the median project.

Alex Nitt of 114 Sound Drive and 5032 Arendell Street stated he was against the medians in all of the variations. He hauls boats on Highway 70 and cannot make a U-turn. The medians would make it impossible to turn into Starling Marine safely. He was concerned that if the median project was done more traffic would enter Sound and Savannah Drives.

Sally Lumpkin of 4107 Sound Drive was opposed to the median project and stoplight. She stated if there was a stoplight at Savannah Drive, traffic will backup and will turn into the neighborhood to avoid the stoplight. She stated that the width of the streets in her neighborhood are too narrow for more traffic.

Ralph Nitt of 3615 Sunny Drive stated he would like to see the speed limit lowered from the Highways 70 & 24 intersection westward. He was against the medians.

Merv Turnage of 4010 and 4138 Arendell Street stated that the lower speed limit has helped and that the problem was ongoing traffic from Friendly Road to K-Mart. She proposed another stoplight to slow traffic down. The right lane of Arendell Street easily floods. She was against the median as it will hurt businesses. She spoke about visitors not knowing about the Bridges Street Extension and using it instead of Arendell Street. She said the medians in Havelock have hurt the businesses.

Gerardo Rodriquez of 4540 Arendell Street commented that he does a lot of business on Arendell Street and that the median would be inconvenient for the people. He drives a lot of trailers carrying equipment and it is difficult to turn and to enter onto Arendell Street. There is a dip going onto Friendly Road which needs to be fixed. He would be fine with another stoplight.

Jeff Turnage of 4138 Arendell Street stated he remembered when the median was removed many years ago. The medians would affect his business and other businesses. More stoplights are needed. He was against the median project.

Councilman Thompson stated that since the median project was presented he has not heard anyone for the medians. He continued that the people in Havelock are furious about the medians in their city and that many of the Havelock businesses are in the red due to the medians. He stated he appreciated the fine buildings and businesses that Larry Holler has brought to Morehead City. The NCDOT should to more about adding stoplights to control the traffic flow. He continued that the NCDOT should forget about the median project and do something for the safety of the citizens such are repairing the roads and fixing the drainage situation. He advocated that the money should be used to please the people who pay the taxes. He requested that the Council vote on the median project.

Councilman Thompson MOVED, seconded by Councilman Ballou, and carried unanimously [Councilman Taylor absent], that the Morehead City Council reject the options which have been presented to the Council on the median project for Arendell Street/Highway 70.

Eric Broyles of 904 North Yaupon Terrace requested the following with regard to the median project: Lower speed limit, rumble stops before stoplights, a stoplight at the main entrance to K-Mart, increased police patrols on Arendell Street and fix the center turn lane near K-Mart.

X. Adjournment

There being no further business, the meeting was adjourned at 8:20 p.m.

Gerald A. Jones, Jr., Mayor

Attest:

Jeanne M. Giblin, City Clerk

DRAFT

B.

TOWN OF MOREHEAD CITY
 REQUESTED REFUNDS
 AS OF 10/31/2014
 PREPARED BY SHIRL MEADOWS, TAX COLLECTOR

Tax Year	Payee/Taxpayer	Parcel No. and/or Account No.	Requested by/ Refund to	Amount of Tax & Interest Paid	Amount of Interest Due	Total Refund	Reason
2009-2013	ARENDELL ANIMAL HOSPITAL	445246	ARENDELL ANIMAL HOSPITAL 213 COMMERCE AVE MOREHEAD CITY, NC 28557	206.53		206.53	REDUCTIONS IN VALUE OF PRIOR YRS PER CO AUDIT - SARAH; G/L SHOULD BE 10-3199-110
2014	ARENDELL ANIMAL HOSPITAL	445246	ARENDELL ANIMAL HOSPITAL 213 COMMERCE AVE MOREHEAD CITY, NC 28557	14.94		14.94	ADDED PER CO AUDIT; INCORRECT PER CO-RELEASED BUT TX PD 10/6/14
2009 & 2012	LOWES HOME CENTERS INC DBA	53634	TOWN OF MOREHEAD CITY 706 ARENDELL ST MOREHEAD CITY, NC 28557	491.16		491.16	REDUCTIONS IN VALUE OF PRIOR YRS PER CO AUDIT-SARAH; G/L SHOULD BE 10-3199-110. PROPERTY OWNER WANTED \$\$\$ APPLIED TO 2010 & 2011.
2014	BEN DONALD CRAFT	454751	BEN DONALD CRAFT 5112 HOLLY LN MOREHEAD CITY, NC 28557	39.67		39.67	DISCOUNT
2010-2013	CARL D LEWIS ETAL	471465	CARL D LEWIS ETAL 305 W WILSON ST SMITHFIELD, NC 27577-5134	490.12		490.12	REDUCTIONS IN VALUE OF PRIOR YRS PER CO AUDIT (PROP OWNER DUE MIL EXEMPT-SARAH; G/L SHOULD BE 10-3199-110.
2014	CARL D LEWIS ETAL	471465	CARL D LEWIS ETAL 305 W WILSON ST SMITHFIELD, NC 27577-5134	145.53		145.53	DUE MIL EXEMPT PER CO; TX PD 8/30/14
2014	HELEN PROPHETA FIORILLI	496342	HELEN PROPHETA FIORILLI 1809 IVORY GULL DR MOREHEAD CITY, NC 28557	515.24		515.24	DUE MIL EXEMPT PER CO; TX PD 8/13/14
2014	CAROLYN DENNIS	25024	CAROLYN DENNIS 1007 EVANS ST MOREHEAD CITY, NC 28557	62.48		62.48	PARTIAL VAL REL; TX PD 8/30/14
						1,965.67	

DATE _____

BOARD APPROVED
 REMARKS _____

CITY CLERK _____

MOREHEAD CITY NORTH CAROLINA

Gerald A. Jones, Jr., Mayor



COUNCIL
George W. Ballou, *Mayor Pro Tem*
Demus L. Thompson
William F. Taylor
Diane C. Warrender
Harvey N. Walker, Jr.

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Morehead City, North Carolina 28557-4234
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www.moreheadcity.nc.gov

David S. Whitlow
City Manager

TO: Honorable Mayor and Town Council

FROM: Shirl Meadows, Tax Collector

SUBJECT: Tax Collection Report

DATE: November 3rd, 2014

TOWN LEVIED TAXES:

The following taxes were collected for the month of October 2014:

2014	\$ 212,253.94	2009	\$ 0.00	2004	\$ 0.00
2013	\$ 18,208.30	2008	\$ 0.00	2003	\$ 0.00
2012	\$ 92.99	2007	\$ 0.00		
2011	\$ 0.00	2006	\$ 0.00	OTHER	
2010	\$ 0.00	2005	\$ 0.00	PENALTIES	\$ 2,043.26

The following is fiscal year to date tax information through October 31st, 2014 with comparatives to 2013:

	<u>2014</u>	<u>2013</u>
Tax Scroll (Net Levy)	6,137,957.18	5,866,482.77
Taxes collected (incl. discounts, net of refunds)	4,015,825.77	3,759,185.00
Balance due on taxes	2,122,131.41	2,107,297.77
Percentage of tax collected to date	65.43%	64.08%
Prior year taxes collected to date (net of refunds)	39,918.80	28,982.73
Prior year taxes outstanding	49,142.18	53,099.33
Interest and penalties collected to date (net of refunds)	4,362.55	5,051.89

Notes:

1. Overpayments for October 2014 totaled \$1,138.49. Refunds requested totaled \$1,965.67.
2. Attachments and garnishments are used as a means of collection on delinquent taxes.

MOTOR VEHICLE TAXES:

Carteret County collected the following taxes for the fiscal year through September 30th, 2014 with comparative information for 2013. The County collects and remits these taxes to the Town, net of a 1½% collection fee.

	<u>9/30/14</u>	<u>9/30/13</u>	
Fiscal year to date tax levy	63,782.81	76,409.09	A
Interest billed on taxes	380.34	299.75	B
Total billed	64,163.15	76,708.84	C
Current year taxes collected	64,744.61	45,022.65	D
Prior year taxes collected	4,427.91	10,755.22	E
Interest collected	1,028.89	918.14	F
Collection fee charged (Both sys)	3,835.55	682.08	G
Percentage of tax collected to date	101.52%	58.92%	H

The above figures for 2014 are a combination of the old County motor vehicle billing/collecting system and the new Tax & Tag system run by the Department of Revenue. The method of calculating the collection percentage for motor vehicles changed with the new Tax & Tag system. The expected collection percentage is at or near 100%.

MOREHEAD CITY NORTH CAROLINA

Gerald A. Jones, Jr., Mayor



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David S. Whitlow
City Manager

TO: Honorable Mayor and Town Council

FROM: Ellen Sewell, Finance Director

SUBJECT: Finance Report

DATE: November 1, 2014

Reported below are cash and investment balances and interest rates for the Town of Morehead City for October, 2014. Also, reported are prior year comparative balances for the same period:

Central Depository Funds	<u>Oct. 2014</u>	<u>Oct. 2013</u>
<u>Unrestricted Funds</u>		
Branch Bank & Trust-General disb. acct. (A)	\$ 2,514,058.63	\$ 173,537.27
Branch Bank & Trust-Money Rate acct. (.10%)	5,265,907.08	7,400,727.88
Branch Bank & Trust Cert. Of Deposit	-0-	900,000.00
Branch Bank & Trust Cert. Of Deposit (various rates)	1,000,000.00	1,000,000.00
North Carolina Capital Mgmt. Trust-		
Cash Account (.01%)	50,847.44	32,565.41
Term Account (.07%)	5,876,262.48	3,502,419.96
Finistar (.17%)	<u>2,159,825.47</u>	<u>2,155,887.95</u>
Total-unrestricted cash and investments	16,866,901.10	15,165,138.47
 <u>Restricted Funds</u>		
Branch Bank & Trust-Employee reimb. acct.	34,609.35	37,091.76
Branch Bank & Trust-USDA required restricted accts.	130,673.12	-0-
Branch Bank & Trust-USDA required restricted CD(s)	<u>22,139.00</u>	<u>117,587.00</u>
Total-restricted cash and investments	187,421.47	154,678.76
 Total cash and investments-Oct. 31	 17,054,322.57	 15,319,817.23
Total cash and investments-Sept. 30	17,869,964.80	15,467,846.99
Increase (decrease)	(815,642.23)	(148,029.76)
Interest received Oct.	1,173.50	1,653.41
Interest received fiscal year to date	\$ 4,845.82	\$ 6,528.87
 <u>Loan Escrow Funds</u>		
Branch Bank & Trust-Water Treatment		
Capital Project Fund interim loan proceeds (B)	\$ -0-	\$ 2,185,350.84

(A) Town began maintaining a \$2,500,000 minimum balance in the general disbursement account to reduce bank service charges in April, 2014. The interest rate equivalent on the service charge reduction is ~.25%.

(B) The Water Treatment Plant Project loan escrow funds were fully expended at 4/30/2014.

C.

MEMORANDUM

TO: MAYOR & CITY COUNCIL
FROM: DAVID MCCABE, PUBLIC WORKS DIRECTOR
SUBJECT: NEWPORT RIVER BOAT LAUNCH RESTROOMS
DATE: OCTOBER 30, 2014
CC: DAVID WHITLOW, CITY MANAGER

On September 25, 2014 bids for the construction of the restrooms at the boat ramp on Radio Island was received. Purpose of these restrooms was to provide a more convenient location than the existing restrooms located on the boardwalk at the fishing pier for our ramp users.

Nine bids were received with the apparent low bidder being Brydge & Lee of New Bern in the amount of \$149,500. Our construction budget for this project is just over \$118,000.

The Architect and the contractor have identified ways to cut expenses to bring the project within our budget. This has been accomplished primarily through a reduction in the porch area on the front of the building and a change in the type of handrail used. Other changes involved the plumbing fixtures and a shorter access ramp to the building. It was also recognized the project would not need performance or payment bonds which have also been deducted. These changes brought the project cost to \$104,000 as indicated in the attached letter from Brydge & Lee.

As a reminder this project is funded entirely through grants administered by Marine Fisheries to the City. After review and discussion the Committee agreed to recommend to the City Council to award the construction of the restrooms to the low bidder in the amount of \$104,000.00

BID TABULATION – SINGLE PRIME BID

Newport River Toilets - MCS-MC-14

Morehead City

Date: 25 September 2014 Time: 2:00pm

Contractor	Subs Listed	Base Bid	UP 8x8 [+]	UP 8x8 [-]	UP 12x12 [+]	UP 12x12 [-]	Low Bid
Brydge & Lee, Inc.	X	\$149,500.00	\$90.00	\$97.50	\$355.00	\$258.00	\$149,500
IMEC Group LLC	X	\$155,000.00	\$50.00	\$100.00	\$50.00	\$5.00	
S F Ballou, Inc.	X	\$156,376.00	\$105.00	\$75.00	\$250.00	\$195.00	
Thomas Simpson Const	X	\$173,000.00	\$100.00	\$5.00	\$50.00	\$5.00	
L A Downey	X	\$178,836.00	\$55.00	\$5.00	\$110.00	\$5.00	
Jerry Lawrence Gen. Cont.	X	\$182,900.00	\$50.00	\$5.00	\$100.00	\$5.00	
Norstate Contracting	X	\$185,000.00	\$150.00	\$0.00	\$350.00	\$0.00	
T. E. Davis Construction	X	\$187,000.00	\$170.00	\$0.00	\$310.00	\$0.00	
Harry Cummings *	X	\$199,500.00	\$55.00	\$55.00	\$55.00	\$55.00	
Owens Construction, Inc.		No Bid					
Primus Contracting, Inc		No Bid					

UP = Unit Price 8x8 12x12 = width x breadth [+]=additional length of piling [-]=reduction in length of piling
 Initially listed as Group III on the Bidders List

CERTIFICATION

I, Diane H. Filipowicz, hereby certify this to be a true and accurate tabulation of bids received for the above named project.



Diane H. Filipowicz associate AIA
 C. R. Francis / Architecture, p.a.



Located at
 329 middle street



October 21, 2014

Mr. Charles Francis
C.R. Francis Architecture, AIA
Middle Street
New Bern, North Carolina 28560

Re: Boat ramp toilet

Charles,

Per our conversation yesterday, based on the revised plans you provided, we were initially at a price of \$116,000.00 (One Hundred Sixteen Thousand Dollars).

We realized we had an \$8000.00 typo in our estimate. If we deduct that and the bond of \$2500.00 in addition to a better pile price of \$1500.00 it lowers the overall cost to \$104,000.00.

If you would like to continue to look at cost saving items we would be glad to do so. Thank you for your time and consideration.

Respectfully,

A handwritten signature in black ink that reads "Mitchell Brydge". The signature is written in a cursive style with a large, prominent initial "M".

Mitchell Brydge

D.



RESOLUTION 2014-44
ENDORING THE 4th ANNUAL CRYSTAL COAST COUNTDOWN CELEBRATION,
AUTHORIZING ACTION NECESSARY FOR EVENTS TO BE HELD
DECEMBER 31, 2014, ON THE MOREHEAD CITY WATERFRONT

WHEREAS, the Town of Morehead City desires to participate in the 4th annual, multi-jurisdictional "Crystal Coast Countdown Celebration" and join in the effort to provide a family friendly environment for Crystal Coast residents and visitors to ring in and celebrate the 2015 new year; and

WHEREAS, as part of the Crystal Coast Countdown Celebration, a variety of events are scheduled from December 28, 2014 to January 1, 2015 throughout the Crystal Coast, including Atlantic Beach, Beaufort, Emerald Isle, Morehead City, Newport and Pine Knoll Shores; and

WHEREAS, as part of the celebration, the Town of Morehead City will welcome residents and visitors to its waterfront on December 31, 2014 as the venue for the "Crab Pot Drop" and culminating with fireworks at midnight; and

WHEREAS, the "Crab Pot Drop" celebration will take place in Katherine Davis Park from 9 p.m. to just after midnight and will include use of the South 6th Street right-of-way and Evans Street, between S. 5th and S. 7th Streets;

NOW THEREFORE, BE IT RESOLVED, the Town Council of the Town of Morehead City, North Carolina, in a regular session properly called and noticed, wholeheartedly endorses, promotes, and will participate in the Crystal Coast Countdown Celebration and for such purposes it authorizes the following:

1. The use of Katherine Davis Park and adjacent sidewalks from 6 p.m. to 12:30 a.m. on December 31, 2014; and
2. The temporary closing of and use Evans Street between 5th and 7th Streets, more specifically, from the easternmost wall of DeeGee's to the intersection of Evans and South 7th Streets, from 9 p.m. December 31, 2014 to 2 a.m. on January 1, 2015.

The Mayor is hereby authorized to sign such contracts as may be reasonably necessary to ensure the success of the event, and the City Manager is hereby appointed the Town's liaison with the Crystal Coast Countdown Committee for determination of the scope of City services to be provided at the events occurring within the Town's jurisdiction.

Adopted this the 12th day of November, 2014.

Gerald A. Jones, Jr., Mayor

Attest:

Jeanne M. Giblin, City Clerk

E.

MOREHEAD CITY NORTH CAROLINA

Gerald A. Jones, Jr., Mayor

COUNCIL

George W. Ballou, *Mayor Pro Tem*
Demus L. Thompson
William F. Taylor
Diane C. Warrender
Harvey N. Walker, Jr.

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www.moreheadcity.nc.gov



David S. Whitlow
City Manager

TOWN OF MOREHEAD CITY, NORTH CAROLINA YEAR 2015 TOWN COUNCIL REGULAR MEETING SCHEDULE

Year 2015 listing of the Regular Scheduled Meetings of the Morehead City Council will be held on the second Tuesday of each month, unless otherwise noted. The Regular Meetings will begin at 5:30 p.m., in the Municipal Building Auditorium at 202 South 8th Street, Morehead City, N.C.

Tuesday	January 13
Tuesday	February 10
Tuesday	March 10
Tuesday	April 14
Tuesday	May 12
Tuesday	June 9
Tuesday	July 14
Tuesday	August 11
Tuesday	September 8
*Monday	October 19
Tuesday	November 10
Tuesday	December 8

Adopted _____.

*Conflict with North Carolina League of Municipalities Conference.

F.

MOREHEAD CITY NORTH CAROLINA

Gerald A. Jones, Jr., Mayor



COUNCIL
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David S. Whitlow
City Manager

TOWN OF MOREHEAD CITY FY 2014-2015 BUDGET ORDINANCE AMENDMENT -2014-40

	Annual Budget Before Amendment	Annual Amended Budget	Difference
GENERAL FUND			
The purpose of this amendment is to adjust the budget as follows:			
<ul style="list-style-type: none"> • To reduce Other Taxes by \$17,000 for the estimated decrease in Privilege License revenue due to changes in the NC General Statutes governing this revenue source. • To increase Miscellaneous revenue and expenditures in the Police Dept. to recognize a donation from St. Egbert's School to be utilized for the Police Dept. After School Program. • To increase Central Services expenditures for the estimated cost of financial transparency software for the Town's web page. • To decrease Contingency by \$23,500 as follows: <ul style="list-style-type: none"> ○ Offset the estimated reduction in Privilege License revenue ○ Offset increase in Central Service expenditures for estimated cost of financial transparency software for the Town's web page. 			
Revenue			
Ad valorem taxes	\$ 6,268,200	\$ 6,268,200	\$ -0-
Other taxes	90,000	73,000	(17,000)
Unrestricted intergovernmental	3,045,700	3,045,700	-0-
Restricted intergov'tal revenue	769,225	769,225	-0-
Permits and fees	215,000	215,000	-0-
Sales and services	200,700	200,700	-0-
Investment earnings	5,000	5,000	-0-
Miscellaneous	15,275	15,480	205
Other financing sources			
Approp. fund balance-restr. & committed	368,615	368,615	-0-
Approp. Fund balance-unassigned	606,435	606,435	-0-
TOTAL GENERAL FUND REVENUE	\$11,584,150	\$11,567,355	\$ (16,795)
Expenditures			
Mayor/Council	\$ 81,200	\$ 81,200	\$ -0-
Administration	441,100	441,100	-0-
Finance	471,275	471,275	-0-
Cemetery/Bldg. & Grounds	459,700	459,700	-0-
Central Services	733,300	739,800	6,500
Garage	116,850	116,850	-0-
Community Projects	74,835	74,835	-0-
Police	3,555,750	3,555,955	205
Federal forfeiture funds	18,700	18,700	-0-
Planning & Inspections	514,175	514,175	-0-
Transportation	1,083,875	1,083,875	-0-
Powell Bill	525,300	525,300	-0-
Library	217,175	217,175	-0-
Recreation	648,500	648,500	-0-

Parks	313,650	313,650	-0-
Debt Service	542,511	542,511	-0-
Transfers to other funds	2,216,744	2,216,744	-0-
Reimbursements from other funds	(643,200)	(643,200)	-0-
Contingency	212,710	189,210	(23,500)
TOTAL GENERAL FUND EXPEND.	\$11,584,150	\$11,567,355	\$ (16,795)

This ordinance shall become effective upon adoption.

Adopted as submitted this the 12th day of November, 2014.

TOWN OF MOREHEAD CITY

Gerald A. Jones, Jr., Mayor

ATTEST:

Jeanne M. Giblin, City Clerk

G.

MOREHEAD CITY
NORTH CAROLINA

Gerald A. Jones, Jr., Mayor



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David S. Whitlow
City Manager

**TOWN OF MOREHEAD CITY
WATER TREATMENT
CAPITAL PROJECT FUND
BUDGET ORDINANCE AMENDMENT –2014**

Budget			
Before	Amended		
Amendment	Budget	Difference	

The purpose of this amendment is to update the budget to increase revenue \$4,932,000 from the bond anticipation note which provided interim financing for the project and to increase expenditures in the same amount for the payoff of the interim financing. Note: Permanent financing for the project has been approved by USDA.

Revenue	\$13,100,000	\$18,032,000	\$4,932,000
Expenditures	\$13,100,000	\$18,032,000	\$4,932,000

This ordinance shall become effective upon adoption.

Adopted as submitted this the 12th day of November, 2014.

TOWN OF MOREHEAD CITY

Gerald A. Jones, Jr., Mayor

ATTEST:

Jeanne M. Giblin, City Clerk

TOWN OF MOREHEAD CITY

AGENDA ITEM: III.
DATE: November 12, 2014

REQUEST FOR TOWN COUNCIL ACTION

TO: The Honorable Mayor and Town Council

FROM: David S. Whitlow, City Manager

SUBJECT: Public Hearing: Request Submitted by David Horton to Rezone Property Located at 133 Gloria Dawn Road [PIN #636601278765000] from I [Industrial] to CH [Highway Commercial] – Adopt Resolution of Plan Consistency 2014-45 and Ordinance 2014-39

Background Information Attached: Yes X No

Mr. Horton submitted a request to rezone a 0.71 acre parcel located at 133 Gloria Dawn Road from I [Industrial District] to CH [Highway Commercial District]. The zoning classification of surrounding properties includes CH to the east and west, I to the south, and R15M [Single-Family Residential/Manufactured Home District] to the north and across Gloria Dawn Road to the east. Surrounding development includes manufactured homes to the north, single-family residential and storage to the south, agricultural land to the west, a storage building on the adjacent property to the east, and a manufactured home park and a single-family manufactured home across Gloria Dawn Road. The subject property is currently vacant.

The property is located in Neighborhood 8 of the CAMA Land Use Plan and is classified as Low Density Residential. Property owners within 300 feet of the property were notified of the Planning Board meeting as well as the date of the public hearing. The property has been posted. At the Planning Board Meeting on October 21, 2014, Tom Saunders made the motion, which was seconded by Gordon Thayer and carried unanimously, to recommend approval of the rezoning request. The Planning Committee of the Council reviewed the request and recommended approval.

Recommended Action: Conduct the public hearing. If the Council so desires, grant the request submitted by David Horton to rezone property located at 133 Gloria Dawn Road [PIN #636601278765000] from I [Industrial] to CH [Highway Commercial] and adopt Resolution of Plan Consistency 2014-45 and Ordinance 2014-39.

Board Action: Approved: 1st: _____ 2nd: _____
VOTE: Ayes _____ Nays _____ Postponed/Tabled _____



RECEIVED
OCT 31 2014
BY:

MEMORANDUM

TO: Jeanne Giblin, City Clerk

FROM: Sandi Watkins, Planner

SUBJECT: Request submitted by David Horton to rezone property located at 133 Gloria Dawn Road from I (Industrial) to CH (Highway Commercial)

DATE: October 30, 2014

I certify that on October 9 and October 30, a copy of the notice of public hearing for the above referenced rezoning request was mailed to property owners within 300' of the proposed rezoning site. I have attached a copy of the legal advertisement and mailing list for your reference.

I have also attached color maps and a draft ordinance for inclusion in the Council Agenda packet for November 12, 2014.

The Planning Board discussed this item at their October 21, 2014, public meeting, and a copy of that report follows.


Sandi Watkins
Planner

REZONING REQUEST: Rezoning Request submitted by David Horton to rezone Tax PIN #636601278765000 located at 133 Gloria Dawn Road from I [Industrial] to CH [Highway Commercial] - Flood Zone: AE 9/Shaded X/X

Planning Board Update (10/21/14): Tom Saunders made motion, seconded by Gordon Thayer, to recommend approval of the rezoning request. The motion carried unanimously.

Mr. Horton has submitted a request to rezone a 0.71 acre parcel located at 133 Gloria Dawn Road from I [Industrial District] to CH [Highway Commercial District]. The zoning classification of surrounding properties includes CH to the east and west, I to the south, and R15M [Single-Family Residential/Manufactured Home District] to the north and across Gloria Dawn Road to the east. Surrounding development includes manufactured homes to the north, single-family residential and storage to the south, agricultural land to the west, a storage building on the adjacent property to the east, and a manufactured home park and a single-family manufactured home across Gloria Dawn Road. The subject property is currently vacant.

The property is located in Neighborhood 8 of the CAMA Land Use Plan and is classified as Low Density Residential. A draft land use consistency resolution is attached for the Planning Board's consideration.

Property owners within 300 feet of the property were notified of the Planning Board meeting as well as the date of the public hearing which is scheduled for November 12, 2014. The property has been posted.



**PLANNING BOARD
RESOLUTION No. 2014-0010**

**Plan Consistency Statement
for Case #PB14-007**

**133 Gloria Dawn Road
Tax PIN #636601278765000**

WHEREAS, David Horton has requested to rezone approximately 0.71 acre from I (Industrial District) to CH (Highway Commercial); and

WHEREAS, effective January 1, 2006, North Carolina General Statute 160A-383 requires that “prior to adopting or rejecting any zoning amendment” each local governing board “shall adopt a statement describing whether its action is consistent with an adopted comprehensive plan and explaining why the board considers the action taken to be reasonable and in the public interest”; and

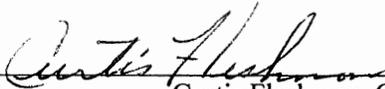
WHEREAS, this rezoning request was duly advertised and was the subject of a public meeting of the Morehead City Planning Board on October 21, 2014, during which the applicant, interested parties, and staff were given the opportunity to comment on the application; and

WHEREAS, the parcel is located within Neighborhood 8 of the CAMA Land Use Plan certified by the Coastal Resources Commission on September 28, 2007; and

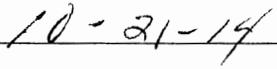
WHEREAS, the Planning Board has made the following findings and conclusions:

1. The Planning Board recommends approval of the rezoning of 133 Gloria Dawn Road from I (Industrial) to CH (Highway Commercial) district.
2. The proposed rezoning is consistent with the CAMA Land Use Plan Vision Statement and does appear to be consistent with the general policies, specifically:
 - Section 4.2.2 Land Use Compatibility, Policy #1;
 - Section 4.2.3 Infrastructure Carrying Capacity, Policy #6; and,
 - Section 4.2.7 Areas of Local Concern, Policy 3.
3. The proposed rezoning is in the public interest because:
 - The subject property is located in an area with access to adequate public infrastructure, including water and sewer utilities and adequate roadway access.
 - The proposed rezoning site is designated as “Low Density Residential” in the CAMA Land Use Plan *Figure 14: Future Land Use* map. Section 14.5A indicates that areas identified as low density residential are intended to delineate lands where the predominant land use is low density detached residences. Although single-family dwellings are not permitted in CH or I, the permitted and special uses allowed in CH are generally more compatible with residential than are the permitted and special uses allowed in I. Many of the manufacturing and bulk storage uses allowed in I would not be permitted on this property if the property is rezoned to CH.
4. The proposed map amendment does not appear to conflict with other City plans.

NOW, THEREFORE, BE IT RESOLVED, on the basis of the foregoing findings and conclusions, that the Morehead City Planning Board does hereby find the ordinance amendment request consistent with the most recently adopted CAMA Land Use Plan and recommends to the Morehead City Council that the request for ordinance amendment be approved.



Curtis Fleshman, Chairman



Date

Dec 23rd - Feb. council 11:25

\$325⁰⁰ check
PB14-007



TOWN OF MOREHEAD CITY REZONING APPLICATION

STREET ADDRESS:

PROPERTY OWNER INFORMATION:

Name: Phone Number:

Address: Email Address:

APPLICANT INFORMATION (if different from property owner):

Name: Phone Number:

Address: Email Address:

PROPERTY INFORMATION:

Tax PIN #(s):

Total Acreage:

Property Dimensions:

Flood Zone(s):

Current Zoning Designation(s):

Proposed Zoning Designation(s):

Land Use Plan Classification(s):

Land Use Plan Neighborhood(s):

Corporate Limits:

NOTE: Applications are due 28 days prior to the Planning Board meeting. Incomplete applications will not be accepted and will be returned. A complete basic rezoning application includes this application form, filing fee, and statement on what impacts the rezoning will have on City services as it relates to public health, safety and welfare and a statement on how the rezoning fits with the development policies outlined in the Land Use Plan.

I understand that if the application is not complete that I will have to resubmit and this item will not be scheduled as a Planning Board agenda item until the application is complete.

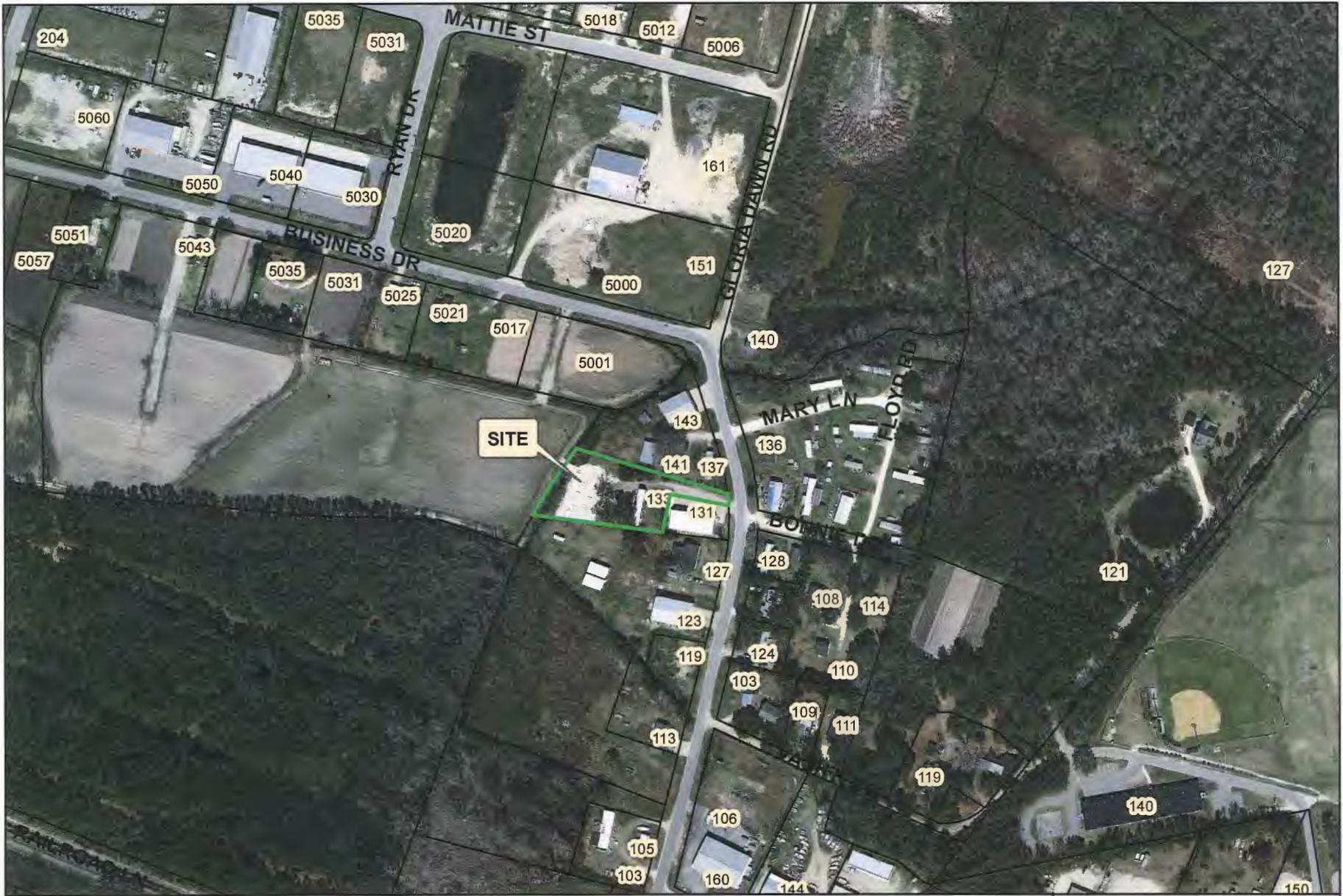
David Horton 9-12-14
Applicant Signature & Date

To be completed by Staff:
Date Application Received: 9/14/14 Application Status: Complete Incomplete
Application Review Completed by: _____ Date: _____

Amount of Filing Fee Paid: \$325.00 CK #6807

The Rezoning I propose takes the property from Industrial to Commercial Hwy. It is a better use because highly noxious uses are not allowed in CH as they are in Industrial. To the North of the property is a piece of land with two residential Mobile homes on it. This CH zoning is more compatible with residential mobile homes than is Industrial. To the West of the property is a piece I am a partner in that is already CH. To the east is another tract I own that is already zoned CH. To the South it is zoned Industrial and the CH will not hurt that property.

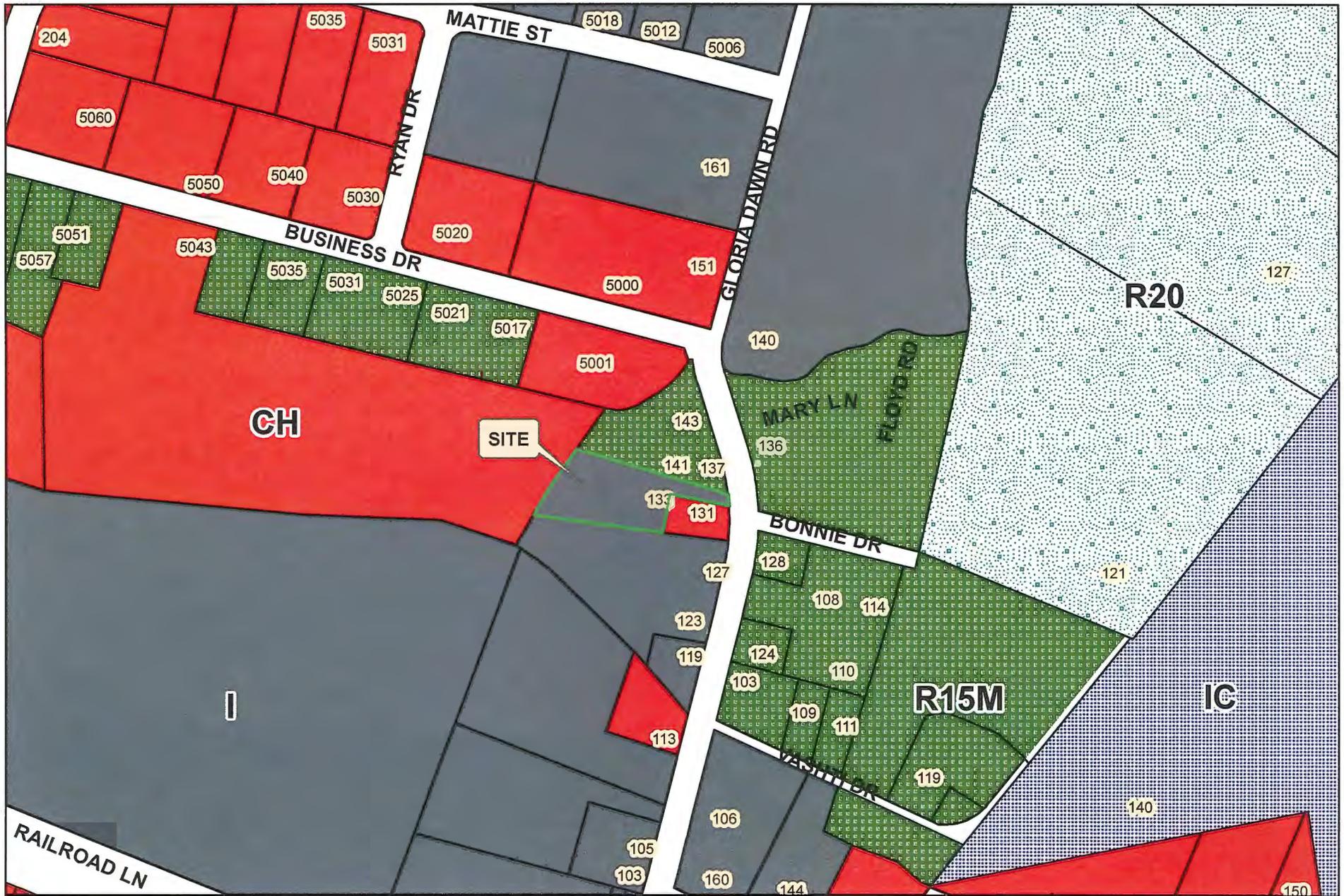
The CH zoning is, in my opinion, more compatible with the current uses and more closely matches the Land Use plan, section 8, than the current zoning which is away from Industrial.



Rezoning Request - David Horton

133 Gloria Dawn Road - Industrial to Highway Commercial

Prepared by: Town of Morehead City
Planning Department
September 2014



Rezoning Request - David Horton

133 Gloria Dawn Road - Industrial to Highway Commercial

Prepared by: Town of Morehead City
 Planning Department
 September 2014

TOWN OF MOREHEAD CITY

NOTICE OF PUBLIC HEARING

November 12, 2014

Notice is hereby given that the Morehead City Planning Board will hold a **public meeting** on Tuesday, October 21, 2014, at 5:30 p.m., in the Municipal Building Auditorium, 202 South Eighth Street, to discuss the following proposal:

Request submitted by David Horton to rezone Tax Parcel #636601278765000 located at 133 Gloria Dawn Road from I (Industrial) to CH (Highway Commercial).

The **public hearing** will be conducted by the Morehead City Town Council on Wednesday, November 12, 2014, at 5:30 p.m. in the Municipal Building Auditorium, 202 South Eighth Street.

The Council and Planning Board may consider other appropriate districts which are less intense or reasonably similar based upon comments received during the public hearing.

The public is invited to be present at both meetings _____ the proposed rezoning. Copies of this request are on file in the Morehead City Planning and Inspections Office, 706 Arendell Street, Morehead City, NC (252) 726-6848, ext. 140.

Sandi Watkins
Planner

Please advertise three times as follows:

- Friday, October 17, 2014*
- Friday, October 31, 2014*
- Friday, November 7, 2014*

Please bill charges to:
Town of Morehead City
PO# 61107

LEGAL NOTICES

TOWN OF MOREHEAD CITY

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Sandi Watkins
Planner

Horton Mailing List -

Owner Name	Mailing Address	City, State, ZIP
Cassie Jones	1107 W Wyoming Ave 2nd Fl	Philadelphia, PA 19140
David & Lee Ann Baldwin	1908 Red Fox Lane	Morehead City, NC 28557
David A. Horton	604 Blair Point Road	Morehead City, NC 28557
Deaver Rouse McNeil	123 Pete Road	Newport, NC 28570
Doanh Quoc Nguyen	111 Buena Vista Drive	Newport, NC 28570
Fitzula Properties LLC	P.O. Box 2073	Morehead City, NC 28557
Jacqueline Baber	1908 Red Fox Lane	Morehead City, NC 28557
James & Carol Sloan	5243 Webb Court	Morehead City, NC 28557
Jimmie & Megan Eady	2006 Champion Drive	Morehead City, NC 28557
NC State Ports Authority	113 Arendell Street	Morehead City, NC 28557
Richard W. See	P.O. Box 1076	Morehead City, NC 28557
Ronald & Delores Mooring	4709 San Juan Circle	Morehead City, NC 28557
Spacey Projects Too LLC	608 Ann Street	Beaufort, NC 28516

RESOLUTION NO. 2014-45

RESOLUTION OF PLAN CONSISTENCY IN ACCORDANCE WITH G.S. 160A-383 FOR A REZONING OF PROPERTY LOCATED AT 133 GLORIA DAWN ROAD, MOREHEAD CITY, NC, FROM CH (HIGHWAY COMMERCIAL) DISTRICT TO I (INDUSTRIAL) DISTRICT.

WHEREAS, David Horton has requested to rezone approximately 0.71 acres from Industrial (Industrial District) to CH (Highway Commercial District); and

WHEREAS, effective January 1, 2006, North Carolina General Statute 160A-383 requires that “prior to adopting or rejecting any zoning amendment” each local governing board “shall adopt a statement describing whether its action is consistent with an adopted comprehensive plan and explaining why the board considers the action taken to be reasonable and in the public interest”; and

WHEREAS, this text amendment request was duly advertised and was the subject of a public meeting of the Morehead City Council on November 12, 2014, during which the applicant, interested parties, and staff were given the opportunity to comment on the application; and

WHEREAS, the Morehead City Council has made the following findings and conclusions:

1. During its meeting on October 21, 2014, the Morehead City Planning Board recommended approval of rezoning 133 Gloria Dawn Road from I (Industrial) to CH (Highway Commercial) district.
2. The proposed rezoning is consistent with the CAMA Land Use Plan Vision Statement and does appear to be consistent with the general policies, specifically:
 - Section 4.2.2 Land Use Compatibility, Policy #1;
 - Section 4.2.3 Infrastructure Carrying Capacity, Policy #6; and,
 - Section 4.2.7 Areas of Local Concern, Policy 3.
3. The proposed rezoning is in the public interest because:
 - a. The subject property is located in an area with access to adequate public infrastructure, including water and sewer utilities and adequate roadway access.
 - b. The proposed rezoning site is designated as “Low Density Residential” in the CAMA Land Use Plan *Figure 14: Future Land Use* map. Section 14.5A indicates that areas identified as low density residential are intended to delineate lands where the predominant land use is low density detached residences. Although single-family dwellings are not permitted in CH or I, the permitted and special uses allowed in CH are generally more compatible with residential than are the permitted and special uses allowed in I. Many of the manufacturing and bulk storage uses allowed in I would not be permitted on this property if the property is rezoned to CH.

4. The proposed map amendment does not appear to conflict with other City plans.

NOW, THEREFORE, BE IT RESOLVED, on the basis of the foregoing findings and conclusions, that the Morehead City Council does hereby find the text amendment consistent with the most recently adopted CAMA Land Use Plan and orders that the text amendment be approved.

Gerald A. Jones, Jr., Mayor

ATTEST:

Jeanne M. Giblin, City Clerk

ADOPTED: _____

ORDINANCE NO. 2014-39

AN ORDINANCE AMENDING THE UNIFIED DEVELOPMENT ORDINANCE AND MAP OF THE TOWN OF MOREHEAD CITY TO INCLUDE IN THE CH DISTRICT THAT PROPERTY KNOWN AS 133 GLORIA DAWN ROAD:

WHEREAS, an application has been filed with the Town Council of the Town of Morehead City requesting an amendment to the Unified Development Ordinance and Zoning Map to include in the CH (Highway Commercial) District that property described below, and now zoned I (Industrial) District, that said property is owned by the Carteret County Board of Education, and is known as Tax PIN #636601278765000; and

WHEREAS, the Planning Board meeting date and Town Council Notice of Public Hearing date was published in accordance with G.S. 160A-364 in The Carteret County News-Times, a local newspaper, once each week for two (2) successive weeks, said notice having been published the first time not less than 10 days prior to the date of such hearing; and

WHEREAS, in accordance with the provisions of North Carolina General Statute 160A-383, the City Council does hereby find and determine that the adoption of the ordinance rezoning the following described property is consistent with the adopted land use plan and that the adoption of the ordinance rezoning following described property is reasonable and in the public interest due to its consistency with the land use plan and, as a result, its furtherance of the goals and objectives of the land use plan; and

WHEREAS, the said public hearing was actually conducted at 5:30 p.m., Tuesday, November 12, 2014, wherein a reasonable opportunity was given to all those in attendance to speak either in favor or against the said change or to make relevant comments;

NOW, THEREFORE, BE IT ORDAINED by the Town Council of the Town of Morehead City:

- 1) That the Unified Development Ordinance and Map of the Town of Morehead City is hereby amended to include in the area CH (Highway Commercial) District, Tax PIN #636601278765000 located at 133 Gloria Dawn Road.
- 2) That this ordinance shall become effective upon its adoption.
- 3) That if any section, sentence, clause, or phrase of this ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance.

DULY ADOPTED THIS on the 12th day of November, 2014, by a vote of
Commissioner(s) _____
voting for; Commissioner(s)

_____ voting against; and
Commissioner(s) _____ absent.

TOWN OF MOREHEAD CITY

Gerald A. Jones, Jr., Mayor

Attest:

Jeanne M. Giblin, City Clerk

TOWN OF MOREHEAD CITY

REQUEST FOR TOWN COUNCIL ACTION

AGENDA ITEM: IV.
DATE: November 12, 2014

TO: The Honorable Mayor and Town Council

FROM: David S. Whitlow, City Manager

SUBJECT: New Business: Presentation of the Morehead City Economic Development Strategic Plan 2014 -- Lee Padrick, Project Manager

Background Information Attached: Yes X No

In December 2013, Morehead City along with the other towns in Carteret County, participated in the Municipal Initiative Program through the Carteret Economic Development Council. A Steering Committee was appointed consisting of citizens with various economic interests in Morehead City to develop a strategic plan for the continued development of the local economy. The focus of the plan included:

- Creation of jobs
- Expansion of existing business
- Encouraging new business investment
- Development of small business opportunities
- Enhancing the quality of life
- Reducing the loss of business to other communities
- Increasing retail sales
- Identifying new business sites, buildings and spaces.

Mr. Lee Padrick, the Project Manager, will present the findings of the program.

Recommended Action: *Adopt the Economic Development Strategic Plan 2014 for Morehead City.*

Board Action: Approved: 1st: _____ 2nd: _____
VOTE: Ayes _____ Nays _____ Postponed/Tabled _____

Morehead City



Economic Development Strategic Plan 2014

Adopted _____

DRAFT - 9/25/14

TABLE OF CONTENTS

MOREHEAD CITY STRATEGIC PLANNING COMMITTEE	ii
ACKNOWLEDGEMENTS	ii
STAKEHOLDERS	ii
THE PROJECT OVERVIEW	2
EXECUTIVE SUMMARY	2
VISION	2
PROCESS / DEVELOPMENT OF THE PLAN	2
HISTORY	2
CITIZEN PARTICIPATION	2
CURRENT SITUATION	2
GOALS, OBJECTIVES, ACTIONS	2
MONITORING AND UPDATING THE PLAN	2

APPENDICES

APPENDIX A – SWOT ANALYSIS	25
APPENDIX B – STRATEGIC PLANNING SURVEY RESULTS.....	27
APPENDIX C – SUMMARY OF STAKEHOLDER SURVEY	44
APPENDIX D – POPULATION AND HOUSING STATISTICS.....	45
APPENDIX E – SUMMARY OF CAPTURE AND LEAKAGE DATA.....	54

ACKNOWLEDGEMENTS

MOREHEAD CITY STRATEGIC PLANNING COMMITTEE

Dick Brvenik	Jeff Buckel	Millie Chalk
Rex Edwards	Curtis Fleshman	Eric Forsberg
Eric Gregson	Alyce Kelly	Sally Lumpkin
Andy Pigott	Cheryl Raper	Linda Staab
Harvey Walker	David Whitlow	Daniel Williams

STAKEHOLDERS

Bill Bailey	Joe Barwick	Fabian Botta
Dale Britt	Mary Carlisle Brown	Dick Brvenik
Jeff Buckel	Buff Chalk	Millie Chalk
Phillip Collins	Libby Eaton	Dave Eggleston
Chris Freeman	Mark Golitz	Emily Guthrie
Charles Jones	Alyce Kelly	Sally Lumpkin
Michael Lupton	Clarke Merrell	Andy Pigott
Linda Rike	Vernon Small	Linda Staab
Casey Wagner	David Whitlow	Daniel Williams

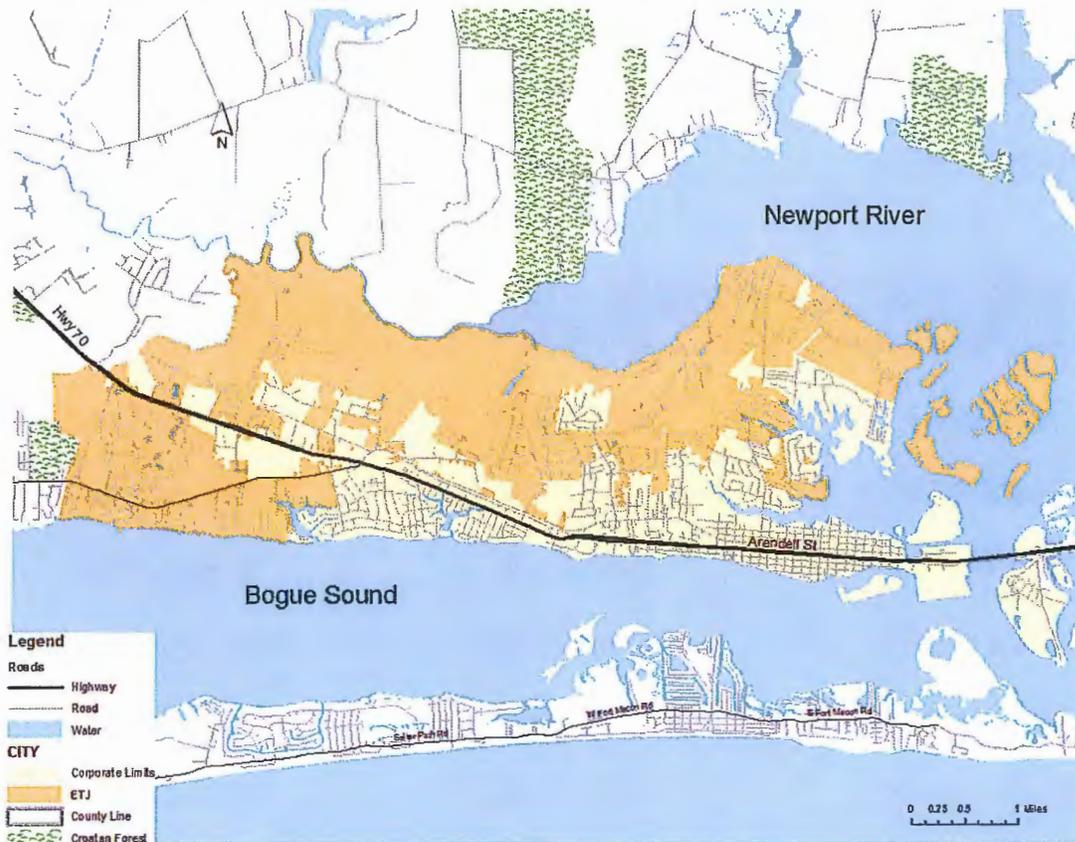
Facilitated by NC Division of Community Assistance

Lee Padrick, Project Manager
Zachary Nichols, Community Development Planner

THE PROJECT OVERVIEW

In the winter of 2014, the North Carolina Division of Community Assistance (DCA) was invited to Morehead City to assist in the creation of an Economic Development Strategic Plan to serve as a guide to help direct the Town with remaining economically viable and competitive in the 21st century. This project, while specific to Morehead City, is part of a larger effort headed up by the Economic Development Council of Carteret County and East Carolina University's Office of Innovation and Economic Development's Municipal Management and Innovation (MMI).

Map 1. Morehead City Limits and ETJ



This effort includes Economic Development Strategic Plans for all participating municipalities as well as a plan for the entire County. Once the project is complete, the Economic Development Commission (EDC) hopes to identify opportunities that will allow for job creation and retention; identify sites and facilities that are available for sale or use; identify small business opportunities primed for success to generate more local sales by preventing leakage to surrounding areas; and finally to help create a sense of place specific to Carteret County.

Upon adoption, the Morehead City Town Council is responsible for the implementation of this plan.

EXECUTIVE SUMMARY

As a municipality within North Carolina's Crystal Coast, Morehead City is directly accessible from the west via Highways 70 and 24. Serving as the hub of Carteret County, Morehead City provides the most diverse year-round economic opportunities for residents and visitors alike. The mainstays include: Carteret General Hospital and the health industry; the marine science community which includes NC State's Center for Marine Sciences, UNC-Chapel Hill – Institute of Marine Sciences and Technology, NC Division of Marine Fisheries and NC Coastal Area Management; a myriad of retail and restaurant businesses which includes both chain stores/restaurants and small businesses; and Downtown's charter and recreational fishing fleet. In addition to the universities previously discussed, Carteret Community College also calls Morehead City home. One of two state ports is located in Morehead City along with the Crystal Coast Business Park and a variety of industries.

While the Steering Committee recognized the seasonal economic nature of its neighboring communities and the impact on the Morehead City economy, it also acknowledged that there is a significant base upon which to build to improve the economic vitality of not only the local market, but the economy of Carteret County.

An important component of this plan was public participation. The Morehead City Council appointed a steering committee representative of current businesses and non-profits. The Steering Committee then conducted a citywide survey targeting the local business community. In addition, the Committee selected stakeholders from specific businesses and industries to participate in stakeholder interviews. Data gathered from the public revealed that the major issues impacting Morehead City's economy are:

- **Seasonal Economic Activity:** How do we change the economic picture to avoid the peaks and valleys of living in a coastal community?
- **Marine Science Community:** The marine science industry in Morehead City is comparable to some of world's most renowned marine science clusters, yet it is virtually unknown. How do we promote this resource not only locally but worldwide?
- **Transportation:** Due to its coastal location and geography, there are limited transportation opportunities available for getting not only to Morehead City but also to the State Port. Movement in and around town also proves difficult at times. What actions could be taken to improve transportation?
- **Three Separate Business Areas:** Business owners identified that there were three distinct business areas within Morehead City: Downtown; Midtown and the West End. Each has specific needs and how do we work with the City to address the different issues in each area?

- **Communication:** What are some strategies that can be employed to enhance communication between the City, business community, citizens and non-profits?
- **Inventory and Infrastructure:** Maintaining adequate infrastructure and having marketable inventory is important in attracting development to Morehead City. How can the City and other public utilities work together to increase marketability of existing and development of new commercial properties?

For each major issue, a detailed list of recommended goals, objectives and strategies have been established within the study. The Steering Committee highly encourages the Town Council to take the lead, as necessary, to establishing partnerships with local business and industry interests, Carteret County Economic Development Council, Carteret County Tourism Development Authority, Arts Council, and Chamber of Commerce to address the major issues.

VISION

The vision statement for Morehead City is:

Morehead City is the hub of the Crystal Coast and gateway to the world. We are small town Southern charm, embracing big city possibilities. Preserving and protecting our environment and history, we actively engage the future, providing for the needs of our growing, diverse community. Morehead City is the premier destination for visitors and residents desiring to experience friendly, safe and active neighborhoods. Endowed with pristine waters and home to a rich heritage of water based industry, we envision a brilliant future of economic opportunity. We encourage partnerships with those wishing to experience limitless choices in a welcoming atmosphere. All this in a setting of stable, efficient and fiscally sound government, we are committed to remaining that "little slice of heaven since 1857."

PROCESS / DEVELOPMENT OF THE PLAN

This plan was developed as part of the Carteret County Economic Development Council's (EDC) Municipal Initiative project. The Morehead City Council authorized the project and appointed a fifteen (15) member Steering Committee, making sure that the major businesses, industries, cultural organizations and education institutions had were represented. The Committee diligently met every two weeks over the course of several months. Staff members from NC Division of Community Assistance (DCA) served as meeting facilitators.

The process of devised to answer several key questions:

- Where are we now?
- Where are we going?
- How do we get there?

In order to answer these important questions, the Steering Committee was guided through a SWOT (strengths, weakness, opportunities, threats) analysis which helped set the current climate in the Town. A visioning exercise followed. Committee members were asked to envision their community in twenty years' time and to reflect on what they would like to see their community become.

Outreach to the community was the next step. In order to gather public input, the Steering Committee developed a survey that was made available through the City's website, EDC, Chamber of Commerce and Downtown Morehead City Revitalization email lists. In addition, paper copies were available at City Hall. The Committee targeted the business and industry population and received 138 completed surveys.

Simultaneously, the Steering Committee identified a list of influential townspeople from various business sectors throughout the City as stakeholders to be interviewed individually by DCA staff.

Information collected from the surveys and interviews was tabulated and presented to the Committee. Utilizing the data gathered from the SWOT analysis, visioning exercise, community survey and stakeholder interviews, the Steering Committee identified several important issues on which the Town could focus its efforts to improve the economic picture over the next several years. With assistance from the DCA staff, the Committee conducted a prioritization exercise, the results of which serve as the cornerstone of this plan.

A public input meeting was held on _____, 2014 to solicit comments from citizens regarding the draft plan. The Council took action to adopt the plan during its _____, 2014 meeting.

HISTORY

The Town of Morehead City is named after North Carolina's twenty-ninth governor, John Motley Morehead. Morehead visited Carteret County in the early 1850s with the intention of considering the area for a large port, providing another alternative to the port of Wilmington and taking advantage of the newly constructed railroad system that had its terminus at the Shepard's Point, the local name of the peninsula at the mouth of the Newport River. Morehead saw an opportunity in the area, and purchased six hundred acres from the Arendell family. The Shepard's Point Land Company was created and the first lots were sold in 1857.

Morehead City was incorporated in 1861, with Bridges Arendell, Jr. serving as the first mayor of the town. A large port was built at the tip of Shepard's Point, where the Newport River was deepest and there was a wider natural channel than the nearby Beaufort and Carolina City shallow channels. Growth of the new town continued until the Civil War, when federal troops occupied the town.

While the port and the railroad were primary economic drivers to the local economy, Morehead City also experienced growth because of its recreational value. The abundant waterfront and good fishing attracted residents and visitors to the area.

The town's main street is named Arendell Street, after the father of the Town's first mayor. Arendell Street also later became NC Highway 70. The streets in the downtown that run north and south are numbered; the east and west streets are named in honor to the Town's developers and early leaders, such as William Fisher, Bridges Arendell, Peter Evans, David Shepard, and John Shackelford.

Modern day Morehead City, with a permanent population of 8,720 residents, also serves as a destination for second home owners, seasonal residents and vacationers.

The Town is governed by a five member Town Council and a non-voting mayor.
~History provided by www.moreheadcity.nc.gov/morehead-city-nc-history

CITIZEN PARTICIPATION

The Strategic Planning Committee made citizen participation a priority at the beginning of the planning process. The Committee used various techniques to get citizens and stakeholders involved in the process. After identifying key stakeholders in the community, the Committee conducted interviews to gauge opinions and perceptions about town services, community, development patterns, and quality of life. Also, the Committee developed and conducted a survey that targeted business owners in the community. Finally, the Committee scheduled a public input meeting on _____, 2014 to solicit input and comments from citizens regarding the draft plan.

The Committee developed an online survey that was available on the Town website and was disseminated by the Carteret County Economic Development Council, the Chamber of Commerce, and the Downtown Morehead City Revitalization Association. The survey included a section where respondents could add comments about things that were not addressed in the survey questions. The instrument provided the Town valuable information, and 138 surveys were completed.

Summary of 2014 Morehead City Economic Development responses:

- 66% live fulltime in the Town, 40% work in town, 39% are business owners/managers, 8% are second homeowners
- 72% have been associated with the Town for 11 or more years
- 75% of respondents are at least 50 years old
- 76% would like to see seasonal events/festivals
- The businesses people would like to see in town are:
 - Cinema
 - Quality clothing stores
 - Bowling
 - Upscale department stores
 - Health food stores
 - Entertainment



Word Cloud of most popular responses

- The types of things that could be done to support more year-round activity are:
 - Coordination with surrounding communities regarding events
 - Better parking
 - Encourage more self-employed professionals to move here
 - Make the area look more attractive aesthetically
 - More family activities

- The amenities that provide the greatest opportunities for future economic development in Morehead City are:
 - Access to US 70
 - Attractive waterfront
 - Public water access

- 48% of respondents have considered starting a business in Morehead City

- 16% plan to purchase, expand, relocate or develop a business in Morehead City in the next 5 years

- Factors that would influence respondents to purchase, expand, relocate or develop a business or industry in Morehead City are:
 - More attractive waterfront
 - More charm along Main Street
 - More stable year-round economy
 - Promotion
 - More local government support

- Impediments to expanding economic activity in Morehead City are:
 - Seasonality of economic cycle
 - Distance from interstate highway
 - Distance to commercial airport
 - Governmental regulations
 - No cohesive community branding

- The most attractive features of doing business in Morehead City are:

- Mild climate
 - Proximity to ocean beaches
 - Natural beauty / access to outdoor activities
 - Welcoming community
 - Public schools
 - Arts / cultural opportunities
- 82% would support a public/private partnership for the benefit of increasing higher-paying jobs
 - 71% would agree for tax dollars to be spent for the benefit of increasing higher-paying jobs
 - 35% of respondents get most of their information about Morehead City from the Carteret News-Times; 24% get their information by word of mouth

CURRENT SITUATION

Morehead City is the commercial, educational, cultural and healthcare hub of North Carolina's Crystal Coast. Accessible via Highways 70 and 24, Morehead City provides the majority of year-round economic activities in Carteret County. In addition to numerous big box stores, small businesses and an assortment of restaurants, Carteret General Hospital, NC State's Center for Marine Sciences, UNC-Chapel Hill's Institute of Marine Sciences and Technology, NC Division of Marine Fisheries, NC Coastal Area Management, Carteret Community College, the Crystal Coast Business Park, Carteret Community Theater, Carteret County Chamber of Commerce, NC Port, the Downtown Waterfront commercial and recreational fishing fleet, are based in Morehead City.

Water and sewer service is readily available in Morehead City. Water is supplied via five (5) wells and the daily water use is approximately one million gallons per day. The wastewater collection system contains over 80 miles of sewer lines with sizes ranging from eight (8) inches to twenty (20) inches in diameter. Morehead City operates a state-of the art 2.5 million gallons per day Reuse Quality Tertiary Wastewater Treatment Plant. In 2013, the Wastewater Treatment Plant treated approximately 426 million gallons which equates to an average daily flow of 1.1 million gallons per day, well below the available capacity. Piedmont Natural Gas Company supplies natural gas to the area and power is provided by Duke Energy and Carteret Craven Electric Membership Cooperative. There are a number of telecommunication companies that provide service.

The primary access for truck and car traffic to Morehead City are Highways 70 and 24. Norfolk-Southern is the sole provider rail access for freight to and from the NC Port over tracks owned by the North Carolina Railroad. There is no passenger rail service. Carteret County Area Transportation System (CCATS) provides a deviated fixed route public transportation service from the west end of the City to Beaufort

with stops along Bridges Street and Arendell Street. The NC Port provides the maritime transportation link for bulk and breakbulk commodities.

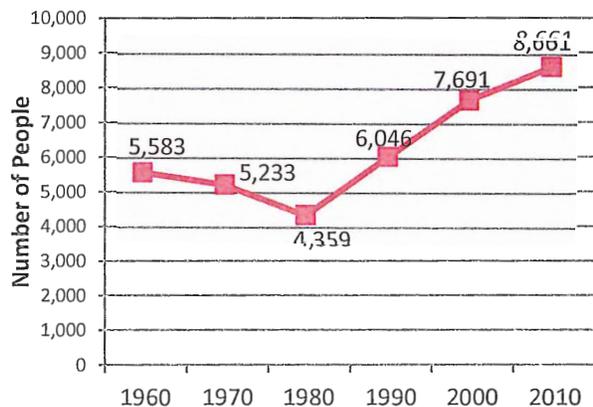
With a city population of 9,163 (Source: NC Office of State Budget and Management, Aug. 2014), Morehead City is the largest town in Carteret County. Factoring in the population that lives in the City's extraterritorial jurisdiction, the year-round population swells to an estimated 17,127 (Source: Morehead City Planning Dept. 2014). Factoring in the seasonal population of just the second home owners during the summer months, Morehead City's total population stands at 20,700. (Source: Morehead City Planning Dept. 2014)

Statistically, Morehead City has an older population than the State of North Carolina as a whole. Based upon the 2010 Census, just over 10% of the City's population is over 75 years old, while North Carolina as a whole has only 5.8% of its population identified as being over 75. (Source: 2010 Census) Comparing the 10-24 year old age group, the Census reveals that only 15.9% of Morehead City's year round population falls in that age group while North Carolina's percentage is 20.7%.

Looking at income levels, Morehead City falls short when compared to the North Carolina. The Morehead City median household income is \$36,512 compared to the State's \$46,450. A comparison of median family income shows Morehead City at \$52,827 and North Carolina being \$57,146. Ironically, the median value of owner-occupied housing in Morehead City is \$188,000 while the State median value totals \$152,700. (Source: 2010 Census)

Population (within city limits)		
Year	Population	% Change
1960	5,583	-
1970	5,233	-6%
1980	4,359	-17%
1990	6,046	39%
2000	7,691	27%
2010	8,661	13%

Source: US Census Bureau



Unemployment rates are not available at the municipal level, however, a comparison as of April, 2014 shows the County rate at 5.6%, slightly less than the State's rate of 6.2% and the national rate of 6.3%. (Source: NC Department of Commerce, Labor and Economic Analysis Division). While the unemployment rate is lower than the state and national rates, only 13,201 (52.5%) of the 25,126 jobs in Carteret County have wages higher than the county's 2013 3rd quarter average weekly wage of \$554. Of the remaining 11,925 jobs, 8667 or 72% are in the retail trades and accommodations/food service industries with average weekly wages of \$420 and \$307, respectively.

Morehead City's population by age is in line with Carteret County's and somewhat older than North Carolina's age groups. Morehead City's percentage of the population aged 10-24 is 15.9% of the total population, compared to Carteret County's percentage of 17.9% and North Carolina's percentage of 20.7%. Morehead City's percentage of the population aged 25-34 is 13.8%, compared to Carteret County's percentage of 9.4% and North Carolina's percentage of 12.8%. Another difference in Morehead City's percentage versus Carteret County and North Carolina's percentages occurs at ages 75+, where Morehead City has 10.1% percentage of its total population in this age group, versus Carteret County's percentage of 7.9% and North Carolina's percentage at 5.8%.

The median household income in Morehead City is \$36,512, lower than Carteret County (\$47,506) and North Carolina (\$46,450). The median family income in Morehead City is \$52,827, lower than Carteret County (\$58,011) and North Carolina (\$57,146).

The median value of owner-occupied housing is \$188,000, slightly lower than the County (\$208,200) and significantly higher than the state (\$152,700).

Morehead City residents work in employment sectors at similar proportions to the County, State, and national percentages. The largest employment sector is the managerial, professional, and related sector, which employs 36.2% of the City's workforce. The service industry employs an additional 21.7%, meaning that 58% of workers in Morehead City work in the two top sectors. The sales and office sector makes up 19.5%, production, transportation, and material moving at 11.8%, and natural resources, construction, and maintenance occupations at 10.8%.

Employment Sectors

Occupation	Morehead City	Town %	County %	State %	U.S. %
Managerial professional, and related Service	1,439	36.2	31.3	35.3	35.9
Sales and office	864	21.7	20.2	17.1	17.8
Natural resources, construction, and maintenance occupations	777	19.5	23.2	24.0	24.9
Production, transportation, and material moving	429	10.8	14.9	10.1	9.3
Total	3,978	-	-	-	-

Source: US Census 2000, STF 3, American Community Survey 2008-2012

Morehead City's housing stock consists primarily of one-family detached housing (single-family homes) at 47.3%, although multiple-family (multi-family) housing has increased over the past 10 years from 29.8% of the housing stock to 37%. Mobile homes have remained somewhat consistent over the past decade, comprising 8.8% of the housing stock.

Types of Housing Units, 2000 – 2012

Types of Unit	Units 2000	%	Units 2012	%
One Family, Detached	2,525	58.6	2,624	47.3
One Family, Attached	207	4.8	381	6.9
Multiple Family	1,285	29.8	2,057	37.0
Mobile Home	291	6.8	486	8.8
Total Housing Units	4,308	-	5,548	-

Source: US Census 2000, STF 3, American Community Survey 2008-2012

The occupancy rate of Morehead City's housing has decreased somewhat over the past decade, from 83.7% in 2000 to 75% in 2012. This trend suggests that there has been an increase in second-home ownership in town.

Occupancy and Vacancy of Housing Units, 2000 – 2012

Status	Units 2000	%	Units 2012	%
Occupied	3,597	83.7	4,163	75.0
Vacant	699	16.3	1,385	25.0
Total Units	4,296	-	5,548	-

Source: US Census 2000, STF 3, American Community Survey 2008-2012

Public perception is an important consideration when evaluating the current economic health of Morehead City. The stakeholder interviews and surveys identified factors that would influence respondents from locating or expanding businesses.

Positive aspects included: accessibility to Highway 70; a large number of public water accesses, including boat ramps; friendliness of the people; the great public school system; arts and cultural opportunities; access to outdoor activities; climate; proximity to the ocean; and, attractive waterfront.

Things that needed attention included: development of a more stable year-round economy; development of a cohesive community brand, distance from the interstate highway; distance to a commercial airport; and, more local government support.

The public also offered suggestions on what types of businesses they would like to see and what type of things could be done to support year round activities. Entertainment, including bowling, movie theater, increased cultural opportunities; and a community pool and family-friendly activities topped the list. More diversified shopping opportunities, including health food stores and quality clothing stores as well as making Morehead City more attractive aesthetically were also offered as ways to increase economic activity.

Evaluating the current situation has revealed that Morehead City has a good foundation upon which to build its economic future.

GOALS, OBJECTIVES, ACTIONS

Issue: Seasonal Economic Activity

One of the main economic drivers in Morehead City is summer tourism. While Morehead City is better positioned for a year-round economy than its beachfront neighbors across Bogue Sound, the Town is nonetheless affected by the seasonal economic activity and the associated peaks and valleys of living in a coastal community. The Town needs to create higher paying jobs, instead of service industry jobs, to support year-round activity. Ways that the Town could improve the economy are by further developing the arts community, expanding healthcare, and continuing to support the efforts of the State Port.

Goal: Create year-round activity

Objective: Promote the arts, music, literature, and heritage and measure with attendance

Actions	Key Parties	Schedule
Generate more public and private investment with local incentive options (such as façade improvements) to promote building improvements	Town, DMCRA	Ongoing
Have an Artwalk each season	Town, DMCRA, Chamber of Commerce, EDC	January 2015
Define an arts district and recognize arts in the community	Arts Council	July 2015
Promote and market existing arts and entertainment opportunities	Arts Council, Planning Board	Ongoing
Invite the Arts Council to spearhead efforts to coordinate the various arts groups	Town	January 2015
Identify and improve relationships of the various arts groups	Arts Council	Ongoing

Goal: Expand healthcare services and opportunities in town

Objective: Provide more needed services

Actions	Key Parties	Schedule
Review and collaborate on implementation of	Economic	January

Actions	Key Parties	Schedule
annual medical staff development plan	Development Council, Town	2015
Seek the development of peer-group specialty clusters	Economic Development Council, Town	July 2015
Identify sites for potential long-term care facilities to locate	Economic Development Council, Town	December 2015
Encourage the hospital to continue exploring the teaching hospital concept with Campbell University	Economic Development Council, Town	Ongoing
Encourage property owners to repurpose smaller vacant medical offices for space for affordable housing for visiting partners of healthcare and marine science	Economic Development Council, Town	Ongoing
Work with Carteret General Hospital to elevate health status of the town and county	Economic Development Council, Town	Ongoing
Develop program for crisis intervention services for behavioral population	Economic Development Council, Town	December 2015
Advance affordability of healthcare for local businesses and consumers	Economic Development Council, Town	Ongoing

Goal: Continue to recognize and capitalize on the presence of the State Port

Objective: Increase the public recognition of the economic impact of the State Port on Morehead City

Actions	Key Parties	Schedule
Support the State Port's growth and development of Radio Island by informing the public of the positive economic impact on the eastern North Carolina economy	Port Committee, Port Authority, Economic Development Council	Ongoing
Educate the public about what happens at the State Port	Port Committee, Port Authority, Economic Development Council	July 2016
Strive to make the connection about Beaufort Inlet federally authorized channel	Port Committee, Port Authority,	January 2016

Actions	Key Parties	Schedule
maintenance which aids other economic sectors including tourism	Economic Development Council	
Seek to diversify the import/export blend to minimize dependence on a single product line	Port Committee, Port Authority, Economic Development Council	Ongoing

Issue: Marine Sciences

The marine science cluster in Carteret County is anchored by the Duke University Marine Lab, the University of North Carolina Institute of Marine Sciences, the North Carolina State University Center for Marine Science and Technology (CMAST) and the National Oceanic and Atmospheric Administration (NOAA) Center for Coastal Fisheries and Habitat Research. The four institutions have 162,645 sq. ft. of marine research facilities and 40 individual laboratories. Marine science in Carteret County accounts for over \$58 million in revenue and over 500 employees.

Goal: Capitalize on the significant presence of marine science in Morehead City

Objective: Increase the economic impact of the Marine Sciences cluster on Morehead City

Actions	Key Parties	Schedule
Appoint a Town representative to the Marine Sciences Education Partnership	Economic Development Council	January 2016
Create linkages with the Marine Business Center of Innovation	Economic Development Council	Ongoing
Maintain and increase connections to local schools	Economic Development Council	Ongoing
Maintain and increase connections to the business community	Economic Development Council	Ongoing
Broaden connections to the North Carolina Division of Marine Fisheries and the Division of Coastal Management	Economic Development Council	Ongoing

Commercial and recreational fishing are tremendous economic engines in Morehead City. Commercial fishing in Carteret County contributes more than \$70 million each year to the local economy; recreational fishing in Carteret County contributes \$130 million (Carteret County CAMA Land Use Plan, 2005, p. 26).

Goal: Improve commercial and recreational fishing opportunities

Objective: Increase the economic impact of the fishing industry in Morehead City

Actions	Key Parties	Schedule
Continue to improve water access	Town, Div of Coastal Management, Wildlife Resources Commission	Ongoing
Market fishing tournaments held in Morehead City	DMCRA, TDA	January of each year
Strive to maintain a "working waterfront" in town for commercial fishing	Town	Ongoing
Encourage more processing facilities for commercial fishing	Economic Development Council, Carteret Catch	Ongoing
Brand local seafood	Carteret Catch	January 2017
Develop a "Fish Board" for pictures along the downtown docks	DMCRA	January 2016
Partner with local organizations to develop a sportfishing museum	DMCRA	December 2017

Issue: Transportation

Because of the linear layout of Morehead City and the unique environmental obstacles, transportation improvements are difficult to address. Improving access to the State Port, providing more opportunities for public transportation, adding more opportunities for bicycle and pedestrian access, and routing traffic onto other thoroughfares as a means to reduce congestion are all goals that the Town can undertake.

Goal: Improve access to and from the State Port

Objective: Facilitate more direct access to State Port with improved vehicle and rail access

Actions	Key Parties	Schedule
Discuss with Norfolk Southern Corporation	Norfolk Southern,	January

Actions	Key Parties	Schedule
about scheduling to minimize disruption to vehicular traffic in the Town	Town	2015
Work with Norfolk Southern and NC Railroad to develop an offline marshalling yard	Norfolk Southern, NC Rail, Town	July 2015
Publicize the rail and port's economic value to Morehead City and eastern North Carolina	Norfolk Southern, Economic Development Council	July 2016
Align the State Port transportation plans with the State Transportation Improvement Program	County Transportation, Down East RPO	Ongoing
Create a truck "marshalling yard," including escorts to the staging area	State Port	January 2018

Goal: Provide more opportunities for public transportation

Objective: Promote cost-effective ways to transport people to healthcare, employment and shopping

Actions	Key Parties	Schedule
Coordinate with Carteret County Area Transit System (CCATS) for transportation to and from Morehead City's Downtown, Midtown and West End for the State Port and marinas	CCATS Advisory Board	March 2015
Promote the "Downtown and Around" routes of CCATS	CCATS Advisory Board	Ongoing
Promote CCATS on all means of publication; social media, printed, side of transport vehicles, network of town websites with consideration for non-English and age-specific user groups	CCATS Advisory Board	Ongoing

Goal: Improve bicycle and pedestrian access

Objective: Increase opportunities for non-vehicular use

Actions	Key Parties	Schedule
Continue to implement and administer the Morehead City Comprehensive Bicycle and	Planning Department, City Council	Ongoing

Actions	Key Parties	Schedule
Pedestrian Plan shown in the Rural Planning Organization's priorities for Morehead City		
Continue to request general easements with utility easements for future trail connectivity	City Staff	Ongoing

Goal: Increase usage of the western end of Bridges Street as a reliever or bypass route of Arendell Street

Objective: Decrease congestion on Arendell Street

Actions	Key Parties	Schedule
Continue to work toward the extension of Bridges Street in the West End of town	Town, RPO, NC DOT	Ongoing
Provide signage directing the use of Bridges Street to lessen congestion on US 70 and to increase economic development opportunities (US 70 Through designation for Bridges Street)	Town, RPO, DOT	March 2015

Issue: Three Separate Business Areas

Because of the unique geographic nature of Morehead City, the Town can be viewed as three separate business areas. The Downtown area is traditional and historic Morehead City. The Midtown area contains the marine sciences and healthcare sectors, and presents the most opportunity for redevelopment. The West End area contains much of the large big-box and franchise retail in the Town. Each area has specific needs and has different challenges with improving relationships between the City and the businesses in each area.

Goal: Maximize the potential of the Town's business areas

Objective: Increase business openings, jobs, occupancy and sales tax dollars in all three areas

- Downtown (State Port to the Morehead City Bridge)
Included is the Downtown area
- Midtown (Morehead City Bridge to Hwy 24)
Included are the academic and medical professions
- West End (Hwy 24 to Town Limits)
Included are the big box retailers

Actions

Develop and implement "small area plans" in all three areas with an element of cross marketing of the areas, with an emphasis on Midtown

Continue to have representation of the three areas on the Chamber of Commerce round-table

Develop a Midtown Merchants Association

Key Parties

Economic Development Council, Midtown Merchants Association

Town, Small Business Center

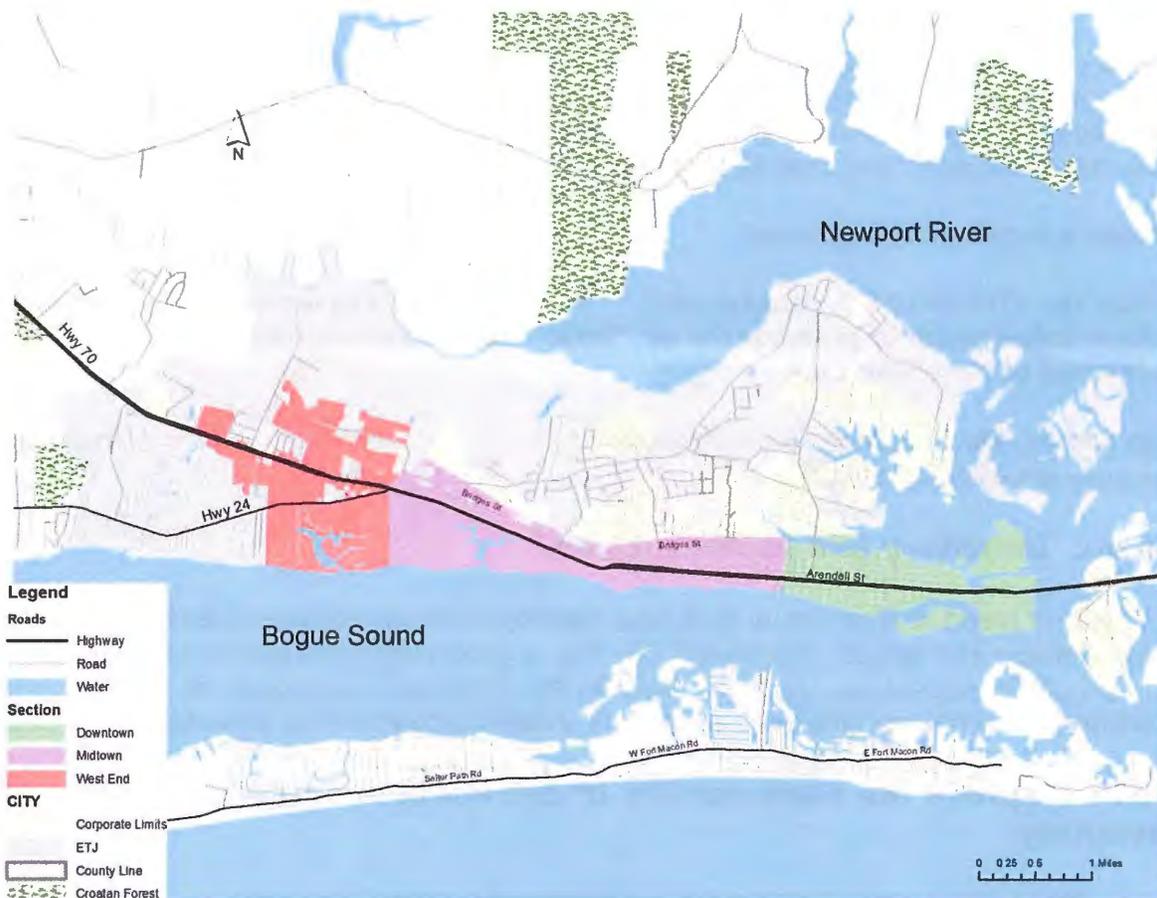
Town, Small Business Center

Schedule

December 2016

Ongoing

September 2015



Map 2. Business Areas

Issue: Communication

Successful communities communicate with citizens. Communication, using the various techniques that are readily available in the 21st century, should be a two-way street between community leaders and the citizens they serve. Being able to

inform citizens of pressing issues is as important as having mechanisms in place that allow citizens to communicate issues of concern to community leaders.

Goal: Improve communication to the public

Objective: Provide more avenues for dissemination of factual information

Actions	Key Parties	Schedule
Encourage the Chamber of Commerce and the Downtown Morehead City Revitalization Association to continue to assist the City with communicating information to the public	Chamber of Commerce, DMCRA, Town	Ongoing
Continue Morehead City’s outreach including; webpage with community calendar and blog, “Sunshine List”, and relationships with the newspaper and television stations	Town	Ongoing
Create a Public Access Channel	Town	January 2017
Utilize the TDA and EDC websites and printed information to promote the economic successes of Morehead City	TDA, Economic Development Council	Ongoing
Use community meetings to disseminate information about projects	Town	Ongoing

Issue: Inventory and Infrastructure

A common trend of land use is that new development will follow infrastructure, mainly water and sewer. Morehead City has a good water and wastewater system and presently possesses adequate capacity for continued development. Also, Morehead City has a significant amount of available commercial inventory.

Goal: Improve the marketability of current commercial building inventory

Objective: Increase sales of commercial property

Actions	Key Parties	Schedule
Form a network of commercial realtors	Realtors Association	July 2017
Analyze the current commercial price per square foot to determine competitiveness	Economic Development Council	December 2016

Actions	Key Parties	Schedule
Reduce commercial vacancies by marketing through the EDC and Chamber of Commerce	Economic Development Council, Chamber of Commerce	Ongoing

Goal: Provide infrastructure capacity that meets economic development needs

Objective: Regularly review infrastructure needs

Actions	Key Parties	Schedule
Provide all types of public utilities' available capacity to EDC, TDA, Chamber of Commerce, etc.	Town	September 2015
Review and update the space needs analysis	Town	January of each year
Prepare for upcoming required stormwater plan	Town	November 2015
Keep Capital Improvement Plan up to date and use as a budgeting tool	Town	Ongoing
Stay updated on the availability of electrical, fiber-optic, and natural gas	Town, Duke Power, Time-Warner, Centurylink, Piedmont Natural Gas	Ongoing
Promote underground utilities for redevelopment in the downtown area	DMCRA, Duke Power	Ongoing
Plan for resiliency with future public improvements and infrastructure	Town	Ongoing

MONITORING AND UPDATING THE PLAN

The utility of this plan depends entirely on whether or not it is used. The Town Council will review these issues and action recommendations (1) upon receipt; (2) in a work session with the Planning Board; and (3) as part of their annual goal setting and budgeting program. Specific funding associated with each recommendation should be earmarked, whenever possible, for implementation.

The Town Council will be responsible for monitoring these recommendations and tracking progress. The Planning Board should address the strategic plan annually (at a minimum) during the first year of implementation, then afterward as necessary. After each annual review, the Planning Board should report progress back to the Town Council for ongoing communication, direction, and support. The Planning Board should also be instrumental in annually updating the list of actions contained in this report.

The following diagram illustrates how the planning process will progress.



The planning process will be continuous, and the annual reviews of the plan will be an opportunity to track progress, identify new strategic areas, and amend goals, objectives, and action steps. By revisiting the plan at least once a year, the Town ensures that the document stays relevant and effective.

This document will become part of the larger Carteret County Economic Development Strategic Planning effort.

APPENDIX A – SWOT ANALYSIS

Strengths and Weaknesses are internal to the organization (things the organization may have control of)

Opportunities and Threats are external to the organization (things the organization may not have control of)

Strengths

Waterfront
State Port
Railroad
Workforce
Environment, natural beauty provides a nice quality of life
High population
Good shopping opportunities
Retail center of Carteret County
Good geographic location being at the center of the county
Hospital
Schools, Community College
Military personnel living in MHC and being a part of the community
Have ample quantity and high quality water and sewer
Natural gas availability
Marine Sciences sector
Small town
Perception of low crime, safe
Lack of traffic, easy to get around and everything is close by
Business parks
Seafood
Recreational fishing opportunities
15 fishing tournaments annually
Intracoastal Waterway
Water access
Civic Center, Visitors Center
Low taxes, great town manager, staff
Stable local government, good working relationship of staff and council
NCSU and UNC facilities
Public transportation
Dining
Local history
Variety of housing
Town's reputation
Affordable housing options
Walking trail builds community
Rotary Park

Weaknesses

Civic center not having a hotel attached
Not having a "true" convention center
Not enough people, beds and space for a convention center
Lack of beds for hotels, venues for wedding/corporate events for 100-150 persons, venues that allow outside catering
Hard to compete with beach communities to capture tourist dollars
Lack of kids activities, teenagers have nothing to do
Lack of "nice" tennis courts
Only 1 walking trail and no connectivity
Tour buses bypass MHC
Nothing here for entertainment
Only 1 major road into MHC
Public transportation is not convenient, have to call a day in advance
MHC ranks very high on the number of traffic wrecks for towns with less than 10,000 population
Not enough cluster health facilities and housing for aging adults
Lack of transitional communities for aging adults that have services which accept insurance/Medicaid
Lack of land for larger developments
Seasonal economy
Downtown is not a destination location, there is not enough to bring people here
Too much parking, lack of store fronts
Property owners think their property is worth too much
People are not aware of business opportunities and assistance in MHC
Lack of sales and occupancy tax dollars in off-season
Last stop on road of large businesses location search
Small businesses do not open here because of off-season low revenues
Lack of venues and events in off-season

Opportunities

The available building inventory is large
Marine Science cluster located here
Health care facilities located in the town
Aging population
Largest community in the county
(demographics)
Parking meters in Beaufort (\$1 per hour)
makes MHC no-cost parking an incentive
Good capacity of water and sewer available
for development
Natural gas availability
Railroad use opportunities
Increased use of Amtrak
Transportation planning for existing and
future roads
Economy turning around
Aquaculture- support by state and federal
government
Off shore drilling
Wind as an alternative energy
Natural gas as energy source
Port customers increasing
Gas prices increasing brings driving visitors
Improvements to Hwy 70 reduces drive time
to MHC
Endangered species interaction with
businesses as scenic viewing
Close to Croatan Forest for outdoor
recreation
Near Beaufort Airport with longer runways
Near New Bern Airport which support
passenger commercial flights

Threats

The building inventory and uses are limited
Federal and state budget cuts
Healthcare costs rising hurts small and large
businesses
Railroad if not getting more product to the port
Insurance rates increasing hurt small and large
businesses, and homeowners
Fishery regulations
Lack of state support of local fishing industry to
promote, offer incentives, grants, etc.
Offshore drilling and potential environmental
threats
Wind as an alternative energy
Need more State Port customers
Gas prices
Uninformed and unfriendly NC General
Assembly
Sea level rise
Local ferry business rules and regulations
hamper opportunities
Increasing fees on public ferries (Minnesott
Beach, Cedar Island)
Hwy 70 with too many stop lights makes driving
slower to get to MHC
Endangered species interaction with the fishing
industry – state and federal regulations
Harmful algae blooms
Inclement weather – hurricanes
Stormwater management increases cost of
development

APPENDIX B – STRATEGIC PLANNING SURVEY RESULTS

Response Rate: 138 responses

1. What is your relationship with Morehead City? (check all that apply)

	<i>Response Total</i>	<i>Response Percent</i>
Resident	66	49%
Second homeowner	11	8%
Business owner / Manager	40	30%
Work in town	53	40%
Visitor	13	10%
Student	1	1%
Retired	20	15%

2. How long have you been associated with Morehead City?

	<i>Response Total</i>	<i>Response Percent</i>
0 - 2 years	12	9%
3 - 5 years	7	5%
6 - 10 years	18	13%
11 or more years	96	72%
Does not apply to me	1	1%

3. What is your age?

	<i>Response Total</i>	<i>Response Percent</i>
16 - 34	5	4%
35 - 49	28	21%
50 - 64	57	43%
65+	42	32%

4. What goods and services are you not able to find in Morehead City? (104 respondents)

None, entertainment, theater, cultural opportunities, amusements, franchise book store (Barnes & Noble), Trader Joes, Whole Foods, bakeries, more good restaurants, different/better cable companies, home improvement shops, craft stores, high-end shops (camera, binocular, computers), organic foods, Holistic medicine, community swimming pools, City or County art center, ceramic supplies, movies, bowling, skating, skateboarding, musical instruments, fine art photography, Kohls, JC Penny's, TJ Fridays, Cracker Barrel, more cultural opportunities, museums, quality men's clothing, performing arts venue, concerts (NC Symphony, Broadway productions, jazz), Target, miniature golf, batting cages, climbing wall, bouncy house, vegetarian food, high-end furniture, Costco, train to New Bern and Raleigh, small engine repair, Home Depot, mall, campgrounds, running trails, gun ranges, fiber optic cable, local produce, more car dealerships, specialty boutiques, coffee bar, YMCA, "at home" provision of cancer services, air taxi to RDU, Downtown needs a convenience store, natural gas pipeline for residential and industrial

5. What types of business and services would you support in Morehead City? (105 respondents)

Upscale waterfront bar and restaurant, arts district, theater venue (off-Broadway), grocery, more home improvement stores, better quality restaurants and stores, outlet stores, specialty foods, Holistic medicine, City or County art center, ceramic supply store, membership shopping clubs, fabric stores, cinemas, public transportation, art galleries, music stores, family amusements, museums, manufacturing, "green" business, more local restaurants, Whole Foods, Boston Market, Chilis, Carrabas, Trader Joes, mall, IMAX, Mellow Mushroom, laser tag, Target, Dress Barn, bounce house, bowling, climbing wall, eco-tourism, vegetarian restaurant, golf courses, skating rink, train rides, public transportation, Home Depot, marine life/bio-tech, photographic supplies, film industry, commercial fishing, state port, military related, no growth/none, amphitheater, clean energy, aquaculture

6. What do you think could be done to support more year-round economic activity? (99 respondents)

Coordinate with surrounding communities, less government regulations, tourism and industry, rents are too high, better parking on the beach, Festival of Lights, promote winter fishing, hunting in Croatan, winter

indoor concert series, art district, more activities for tourists/retirees/locals, relocation of manufacturing to the area, train service from Raleigh, bus service to Newport, more user-friendly events, foster an environment of change, family activities, revitalization of downtown, concerts and festivals, movie theater, mall, bowling alley, weekend events that are advertised in a 3 hour radius, cruise ships, recreation for young people, art complex, hire a new EDC Director, hire a new downtown director, elect better leaders, become business-friendly, close the port, tax breaks for businesses, relax height restrictions, encourage more self-employed professionals to move here, better internet connectivity, make the area look more attractive, underground power lines, downtown hotel, mixed use development, attract young people to live and work here

7. In your opinion, what amenities does Morehead City have that provide the greatest opportunities for future economic development? (you may choose 5)

	<i>Response Total</i>	<i>Response Percent</i>
Access to US 70	75	57%
Attractive waterfront	73	55%
Public water access	52	39%
Community college training programs	42	32%
The North Carolina Railroad	41	31%
State Port of Morehead City	39	30%
Quality public schools	38	29%
Marine science facilities and programs	31	23%
Expanding healthcare	31	23%
Low crime rate	32	24%
Cultural opportunities	24	18%
Public parks and rec facilities/programs	25	19%
Variety of housing types and costs	23	17%
Sufficient public utilities	19	14%
Available skilled workforce	20	15%
Quality public safety and law enforcement	17	13%
Reputation as progressive community	11	8%
Other	9	7%

8. Have you ever considered starting a business or industry in Morehead City?

	<i>Response Total</i>	<i>Response Percent</i>
Yes	60	48%
No	66	52%

9. If yes, what type of business or industry? (62 respondents)

Photography, art, art gallery, alternative healthcare, modular home sales, food service, photography studio, retail or service, gift store, advertising, family entertainment, graphic arts studio, real estate development, art teaching, environmental consulting, doggie daycare, hair salon, furniture, Town not business-friendly, electronics design consulting, wedding business, movie theater, restaurant, law firm, landscape design, car sales, boat survey business, used records/cds/video games/books, guided historical tours, bicycle shop, language school

10. Are you aware of business assistance programs that are available to Morehead City businesses?

	<i>Response Total</i>	<i>Response Percent</i>
Yes	57	43%
No	76	57%

11. If yes, have you utilized these programs?

	<i>Response Total</i>	<i>Response Percent</i>
Yes	8	9%
No	77	91%

12. Do you plan to purchase, expand, relocate or develop a business in Morehead City in the next 5 years?

	<i>Response Total</i>	<i>Response Percent</i>
Yes	20	16%
No	109	84%

13. If yes, what type of business or industry? (21 respondents)

Boat building, art, marine services, electronics engineering consultant, wedding business, sign business, health/wellness/bodywork therapy, retirement retail, insurance, clothing consignment

14. What help do you need as you seek business opportunities in Morehead City? (42 respondents)

Lower rental rates, tap into local economy and second homeowners, financial, economic, professional, customers that want to spend money on home improvement, more promotion and support of businesses, overall cooperation, Chamber has been helpful, EDC and local politicians need to be committed to bring higher-paying jobs, fiber optic cable, prototype shop at Carteret Community College, index of local talent, less regulation of outside seating, affordable loan rates, start up funds, better bicycle routes, assistance with selling an existing business

15. What factors would influence your decision to purchase, expand, relocate or develop a business or industry in Morehead City? (59 respondents)

More attractive waterfront, more charm to Main Street, good location for fair rates, money, too dependent on tourism, Community College not offering programs in useable employment skills, year-round activity, affordable rent, appearance, promotion and support, less state/federal regulations, cruise ships at port, population growth, more stable year-round economy, support for heritage tourism, less aggressive police, more local government support

16. What factors or influences would keep you in Morehead City? (62 respondents)

More cultural opportunities, family, beach, good customer traffic, good hospital, access to water, more business in downtown, more industry, appearance, year-round tourism, mild climate, low crime rate, low property taxes, ability to purchase land, lower property taxes, access to healthcare, better jobs, attractiveness of the community

17. What businesses and industries would be compatible with Morehead City? (73 respondents)

Opportunities for retired military, major hotel with conference space, Sheetz, fine men's clothing, maternity clothing store, fresh seafood, more eco-friendly businesses, concerts, plays, arts, beach, manufacturing,

sporting goods, museums, bowling alley, entertainment for families, cruise ships, restaurants, tourism, Target, Kohls, more retail shopping, marine sciences/bio-tech, clean industries, downtown hotel, more boat building, computer companies, fishing/surfing/outdoor adventure shops,

18. What impediments do you see to expanding economic activity in Morehead City? (you may choose 5)

	<i>Response Total</i>	<i>Response Percent</i>
Seasonality of economic cycle	74	57%
Distance from interstate highway	50	38%
Distance to commercial airport	44	34%
Governmental regulations	42	32%
No cohesive community branding	42	32%
Land use regulations	35	27%
Lack of knowledge of business needs	35	27%
Access to capital	30	23%
Lack of a skilled workforce	29	22%
High site costs	26	20%
Lack of community involvement	22	17%
Infrastructure (telecommunications)	17	13%
Other	17	13%
High shipping costs	15	12%
Lack of existing buildings/facilities	15	12%
Available skilled workforce	14	11%
Infrastructure (water, sewer, natural gas)	10	8%

19. In your opinion, what are the most attractive features of doing business in Morehead City? (rank the choices 1-10, 1 being the highest score)

	<i>Ranking Average</i>
Mild climate	2.9
Proximity to ocean beaches	2.9

Natural beauty/access to outdoor activities	3.1
Welcoming community	5.5
Public schools	5.8
Arts/cultural opportunities	5.9
Access to healthcare	6.3
Access to wide variety of housing types and costs	6.9
Wide range of existing businesses/services	6.9
Access to product	7.8

20. Radio Island is located in Morehead City and largely owned by the State Port. What would you like to see happen with Radio Island? (107 respondents)

Left alone and not developed, open space, parks, beach access, recreational, good restaurant, lodging, cruise ship terminal, connection to passenger rail, picnic area, concert facility, amusement park, nature trail, entertainment center, doggie park, mixed use development, amphitheater, marine sciences, convention center with hotel, boat ramp, marina

21. The Crystal Coast Business Park is located in Morehead City and the Carteret County Economic Development Council markets and manages this park. What are your ideas to maximize the Park's potential? (70 respondents)

Better roads and high speed internet, signage, incentives for potential occupants, leave it alone, small business incubator, marine sciences attractor, more manufacturing, convert to retail, hotel and train access, more parking for boat trailers

22. What are your ideas of how the Marine Sciences sector can better integrate with local businesses in Morehead City? (71 respondents)

Educate local businesses on what they offer, save the Marine Lab in Beaufort, better communication, more public education, monthly column in newspaper, expand aquaculture operations, local activity center with diving/swimming/sailing/kayaking, community events, work with NC seafood industry, get rid of marine sciences sector, coordinate with Community College

23. The seafood, fishing, and the boating industries are major parts of Morehead City's heritage. How can these industries be sustained? (93 respondents)

Support financially and promote, less government regulation, more communication, more public ramps, more visible support, sell to local restaurants, slowly dying industry, must make it on their own, eliminate inshore shrimping and netting, more commercial docks needed, local processing, stop overfishing,

24. Would you support a public/private partnership for the benefit of increasing higher-paying jobs?

	<i>Response Total</i>	<i>Response Percent</i>
Yes	98	82%
No	21	18%

25. Would you agree for tax dollars to be spent for the benefit of increasing higher-paying jobs?

	<i>Response Total</i>	<i>Response Percent</i>
Yes	82	71%
No	34	29%

26. Where do you get most of your information about Morehead City? (you may choose only 1)

	<i>Response Total</i>	<i>Response Percent</i>
Carteret News-Times	46	35%
Word of mouth	32	24%
Local radio and television broadcasts	18	14%
Downtown Morehead City Revitalization Association	12	9%
Other	11	8%
Attending local government meetings	4	3%
Town website	4	3%
Economic Development Council	3	2%
Civic organizations	1	1%
I do not try to keep up with local events	1	1%

27. Describe your vision of the Morehead City business community five (5) years from now?

1. None
2. I would like to see more businesses in the Morehead Plaza through to downtown.
3. Respect for the past to build for the future.
Nothing good, I know time changes things but to lose places that locals can go and hang out (like jungle land, etc.) and getting rid of
4. big box stores on the beach, like wings etc.. Stores like that make the area look trashy. People don't know their neighbors and no one cares to, it's a sad commentary on what used to be a great place to live and raise your family
5. I see Morehead going down the drain because we have corrupt politicians and greedy developers. Well just be another money grabbing beach town. Also this survey is not realistic because not every thing is equal to being rated as 1-10
Morehead is not a friendly city like Beaufort is. We need to adapt a people person outlook not just big boaters with big money.
6. Adapting a better walking community is always a way to get people involved. That means sidewalks, no roaming dogs, A local place to go on a short walk.
I see several small manufacturing business in the industrial park. I see more recreational opportunities for families, tourists and residents: Putt-putt, hiking and bicycling trails, go-cart track... the things beach area visitors expect to find and this area hasn't had since the close of the Circle at AB.
- 7.
8. I wish new businesses could use existing empty properties and not have to build new.
9. More economic growth and more and better docks for transit boats.
10. More targeted areas developed. It is so spread out. I have to want to go somewhere to use it. Can you create an umbrella for the whole community?
Realistically, not much different than today. The state port may be a little more vibrant, some faces will change in the commercial areas, but unless the political and economic leadership changes and accepts and welcomes growth - there will be no difference in morehead city 5 years from now or 100 years from now.
- 11.
12. I would like to see the growth to be pretty and not put up anything that would take away the beauty of this area, I would like to see some continuity with the outside of the buildings and the landscaping of them.
Nothing much will change. Hasn't so far.
13. The shopping area that is new is nearly all directed towards people with low incomes.
It is what it is.
14. Certain blighted areas cleaned up
Traffic less congested
15. Full of families that live here and earn good middle class incomes that raise them out of poverty and families that come on weekends and vacations because this town at the junction of beach, sound and river offers more family friendly experiences than any other area outside of Raleigh and Charlotte. A business community that feels appreciated and innovation and creativity is encouraged and

supported. A business atmosphere where there are good jobs outside of tourism, banking, insurance and real estate. Where solid technically skilled workers find great employment.

16. A more active waterfront due to the changes with the new bridge, better parking more upscale restaurants, more transient dock age, maybe more cruise ships and a real terminal at the PORT.
17. I would like to see some growth, but do not want to lose the close community feeling that is here now. The town has grown considerably in the last 15 or so years, and I am not sure it should grow much more or it will lose the special feel it has.
18. Tourist emphasis. Restaurants, hotels, etc. because it has abundant sewer and water.
19. Public bus service for all of carteret county. More upscale shopping and services.
20. unchanged
Keep the local flavor and welcoming feeling but offer more to do for adults and kids year-round. I have a state job now and am glad
21. but jobs are needed here to keep the bright students from leaving the area when they graduate. I am born and reared here and proud of it.
22. Ideally, downtown would cease to be the State's most notorious speed trap.
23. Great bakeries and food places, lovely hotels, places of recreation for young people, expanded cultural arts, clean roads leading into and out of Morehead City, pride in how buildings and grounds look.
If it is not beautified for tourism, if it is not less regulated for fishing, if it is not augmented with youth-oriented activities, Morehead
24. City will become a healthcare center for the retirees who are left here when everyone else leaves. When these die off there will be nothing much left.
25. Modern & inviting such as the shopping center that contains Bed Bath & Beyond & Michaels.
26. Industrial park filled with businesses that hire locals.
27. unless true visionaries are elected and hired, our business community will still struggle to survive the off-season.
28. I see it becoming very congested. Not a fan of the Rt 70 Corridor Expansion. More access to the port = more trucks through town = more damaged highways.
29. hard to see any change. need county wide solutions.
30. Thriving on its own uniqueness & history not changing into a Myrtle Beach
31. Progressive.
Perhaps better utilize the port with cruise ships or related water craft. Additional use of rail facilities with more and/or different freight. I would like to see the continued low crime rate. I like living in a community
32. where the disabled/elderly can walk about during day and not fear for their safety. Five years from now, I would like to think that I can still go to the store after dark and feel safe (I am careful when I am out and about) - it means alot to be able to do this for convenience!

33. My first exposure was in 1960 US Navy visits to load Marines. MHC has come a long way and will keep growing. A burst of quality business development could provide a marked step forward.
- Careful attention to urban planning and to the abandonment of old businesses including revitalization and redesign of existing structures in order to accommodate new businesses rather than building more brand-new buildings . Careful attention to downtown
34. development and looks. Expanded support for individually and family owned businesses with a focus on health full food options and quality of life for families. Support and development for businesses that promote the local environment and the concept of improved quality of life for families who attend to local concerns such as conservation environmental quality and water quality.
35. Well sad but true we will probably be like myrtle beach.....a crap hole.
- Safe bike and walking trails linking each part of the city. Attractive storefronts. Well groomed public spaces in the most visible places.
36. Quality jobs without polluting. Low crime rate and especially no drug dealers. Local business leaders committed to public education (pre-K through community college).
- If liberal policies continue to dominate in DC, I see little opportunity for growth. If a business friendly climate occurs soon, and the
37. policies trickle down the the city level, Morehead can become a well rounded business climate. Three advantages can be, nice location, tourist friendly but not to the detriment of well supported major industries.
- Continue to build on the tourist industry, but try and put more behind some other jobs or industries coming to the Morehead City
38. area. Getting the town and the county behind something makes all the difference in the world. Years ago the town and the county were much more involved with this than they are now.
- Turn part of Community College into a computer tech. resources center.
 - Set up a CNC, 3D printing prototyping lab, for people with ideas, at very little cost. (But Oh NO ,,, it's better to give the ERC funds to
39. Tourism projects?????)
- Provide Free fill-in-the-blanks 10 page Business Plan form / services for new product / Business Ideas.
 - Provide a Free fill-in-the-blank Business Kick-Start service, to help a person get all the paper work done.
 - Provide Investor / Idea marketplace.
- Morehead City has a very anti-business, anti property owner, police state attitude.
40. The Focus is on Seasonal (summer only) Low wage Tourism, and anti business. That's the way they want it.
41. growing and vibrant with a diverse economic base
42. not good, we must do what it takes, within reason, to work with our business community and to bring in new business.
43. More focus on attracting and RETAINING young professionals in the commercial marine and marine science industries.
44. A growth in family oriented attractions and businessess that attract young families year round. A shift away from the retirement community vibe that comes from building thousands of condos and tearing down attractions.
45. Unchanged.
46. A thriving community of young professionals who cater to the communities needs and foster growth within the city.

47. I would like to see a blossoming software industry. There are no prerequisites for location other than internet connection. They only require small, but nice offices and will generate a lot of money, as well as attracting more educated workers.
48. I see a diverse, vibrant community with higher paying jobs sufficient to support retail level businesses--restaurants, stores, entertainment--on a year round basis. I see more variety, a subtly changing waterfront maintaining the working waterfront image rather than manicured downtown, with people walking on the streets and all of our storefronts full.
49. Would love to see Morehead City as a quaint downtown with an eclectic shopping district and attractions for pedestrians. It should be a downtown where people want to come to enjoy a walk, bike ride, shop and eat.
50. I would love to see the Downtown area return to it's once thriving economy. I believe we should apply for another block grant to help revitalize it.
51. DMCRA is great...news times sucks
52. More of the downtown revitalization that we are seeing; love the pub crawls, arts downtown
53. Catering to tourism and retirees.....
54. A much updated, cleaned up business community with full occupancy of a variety of businesses. A better town mapping system with signage to advertise what there is to offer for tourists, especially. Reducing the trees along Arendell so that businesses can be seen! Signs are lost behind leaves at this time.
55. Less blue lights pulling people for speeding
56. An aesthetically pleasing walkable downtown with a variety of shops and restaurants and plenty of parking. Entertainment options, including a movie theater - very tired of buying movie tickets in Havelock.
57. My vision would be a Morehead City with a clear vision of it's future, establishing a brand for itself. It appears that currently any type of building can be constructed most anywhere, with no consistency to the visual impact. I have visited other coastal towns where the skyline is not made of roadside billboards and other unsightly structures. I know the EDC has hosted many forums to help direct Morehead City and the county at large to better planning, but the political leadership talks a good game, but never actually accomplishes anything.
58. I work at the History Place. It used to get government support as it does fall under the "quality of life" ingredient, such as parks and recreation, things that are so important to a vital community. I would hope that increased partnerships with MHC and other government agencies might help life this organization up and make MHC and the region a better place to live.
59. No vision now. Not a good future other than a few months a year.
60. Waterfront developed and no charge for public parking.
61. couple more restaurants and a few more medical offices thats about it
62. the downtown area becomes more and more attractive and people really go there to relax and have fun
63. Q24 and 25 above are ill considered. The answer is it depends on the jobs..

64. More art related, more access to water for boats and people. More recreational choices for tourists.
65. Quit allowing to build new strip-malls, use the building we already have. Create a downtown area which has some consistency with landscaping and signage.
66. A town that is thriving with a mix of tourism and year long high paying jobs.
67. A vibrant waterfront community with boat traffic, local participation from Town officials. A cohesive plan for the entire community that supports growth but not at the expense of the "small community feel" of the area.
68. Very attractive and appealing to outside.
Unfortunately the quality of tourist and amount spent per tourist has consistently gone down for years. People can't come to the coast and have a drink with dinner without being harassed by law enforcement . Bev Purdue banned smoking in bars that serve food but in order to get a liquor license an establishment must serve food kind of a Catch 22.Taxes for second homeowners and taxes in general are too high. Basically I think Carteret County is on the downslide. We have forgotten why people came here.
69. Better job opportunity for skilled workers or training for those jobs
70. Port expansion and lack of transportation infrastructure to support it will kill tourist economy.
71. static, unless revitalization is continued to be promoted.
72. I see more activities and resources for locals as well as tourists to enjoy
73. Not much land for local growth, and with a competing road system I see MC in the same position it is now
74. Good restaurants, good shopping, great events for the family!
75. With hotel and train access Morehead City could be the Talk of the Coast!
76. No new industry and fewer locally owned businesses. No new professional opportunities for natives who have college degrees and would like to return to raise their families here.
77. Don't know
78. Especially not to have a median on Hwy 70/Arendell Street if you want for these businesses to stay in business along the corridor.
79. Beautiful, booming, clean attractive town. I visited Charleston recently and I think that Morehead City could achieve a similar beautification and economical boost.
- 80.

28. Comments:

1. There are many separate and diverse interest working for their own self interests right now and the potential that the maritime heritage and environment will be destroyed for the economic interest of a very few is a real threat. If this is not address by all

concerned with open and especially honest discourse Carteret County will end up being a concrete barren area with nothing special of interest to bring people the extra three hours that it takes to get to this coast.

2. Can we bring in some computer companies?????

I would not like to see Morehead City become "industrialized" to the extent of ruining the hospitable and laid back atmosphere which exists today. The charm of this area is in its relaxing way of life. Perhaps continuation of promoting development of the arts is the best

3. way to develop this area. Does every area need hustle/bustle? I surely hope not!

To be a viable destination for vacationers we need more recreational opportunities for the non-fishing family members. Hiking and biking trails, golf courses, amusements, concerts, plays, museums. More boutique type shopping opportunities. As the saying goes, "if Momma ain't happy ain't nobody happy." Dad might have a blast fishing for a day or two but we need to make sure Mom and the kids have a good time too.

Next to fishing the other big recreational draw for the area is SCUBA diving... "the Graveyard of the Atlantic." Yet we lack adequate public swimming pool access to offer quality training opportunities. A good facility would be useful to area dive shops, high schools and for recreation for area residents. It truly is beyond time the communities and county step-up and provide such a facility.

Nature, ecotourism and fitness are all big recreational interests. Yet bike and hiking trails are limited in the Crystal Coast area. Work with the forest service, the CC wildlife club, parks & recreation and other organizations to create more of these kinds of opportunities.

4. They'll be appreciated by visitors and residents alike.

5. City councilmen should have two town residents as part of public input.

I must say with all the farms around here your little and I do say "little" farmers market is under supplied and really off the beaten path. This is a great event to bring both sides of the community together eg locals and second home owners. Check out this MA farmers market:

<http://www.abfarmersmarket.org/>

6. A real community gem.

Aside from big box franchises - the only shopping here is Belks - a local family owned business - many people do not trust a store who hides the register display from the customer and ambushes the unsuspecting customer with a higher than expected total. All while singing how much the customer saved.

7. Bring some bonafide retailers in.

It is a mystery. There is an ocean and a sound here. But the beach is dead. The town looks deserted. Morehead would offer next to nothing if it weren't close to the water. People here are poor and uneducated. They have no drive. Start with that. Get people moving and educated, off drugs... Be honest about the population. Not the tourists, the locals. Help them. The rest will follow. Remove the drugs from our town. Put people to work.

- 8.
9. Morehead City should also increase the city limits to provide sewer and water to a wider range of local properties

10. The old school establishment must give way to exciting young leadership that seeks to leave Raleigh and come here because it is

beautiful and a place of innovation.

- If people don't get involved in their community, nothing changes. I would like to see the MHC Council have a new committee - Citizen's Advisory Board. I believe Councilman Harvey Walker thought of this idea and I think it would be great. I would serve on it. People HAVE to be involved where they live!
11. Successful Redevelopment is impossible with railroad tracks in the middle of town! Poor land use planning is hard to correct, but if the traffic is not controlled better, it will eventually be a parking lot in both directions. too many driveways on Arendell St.
 12. Morehead City is almost where you can't go any further east. Have everything here to keep tourists entertained.
 13. I truly hope Morehead City will try some of the things mentioned as these are good beginning measures.
 14. Morehead City has a problem and our leadership has its head in the sand. A new chain restaurant is not moving us forward. Many locals cannot afford to shop anywhere but Walmart, K-mart, or the discount stores. We must recruit jobs that offer higher salaries.
 15. I think the college does a poor job working with students to find (first) their best vocation and then help with job placement. Every community college I have ever been associated with had a Job Placement Counselor. The free Adult Education sessions are weak and boring.
 16. Please address your Police Department deployment strategies (or lack there-of) and provide top to bottom education on focused deterrence along with supporting critical economic development by adjusting their mission, vision & deployment principles. Additionally this department lacks community driven customer service skills at the line and administrative levels consistent with a professional law enforcement department in support of community development and growth. Additional efforts toward way-finding and key signage as well creating immediate marine-bio-tech and downtown/uptown attractors will have positive short term results.
 17. Sorry I was not more knowledgeable on some of the subjects/topics! Thanks for the opportunity.
 18. MHC is not unlike the area that my wife and I have recently moved from after a 15 year stay ... Cape Cod in MA is also a "seasonal" environment. Fishing and cranberry growing are no longer the only local industrys on that Cape.
 19. We must educate the local people on the fact that their quality of life is directly related to the quality of the environment in which they live. The local attitudes towards littering, recycling, and use of resources are all intertwined in this concept and all can be improved in Morehead city. Recycling should be required and incentivized and if the appropriate businesses were brought into town economic development could spur from recycling of materials.
 20. Quit trying to make us grow. We do not want it!
 21. Many of Morehead City's existing businesses are housed in unattractive buildings. There is no rhyme or reason to architectural style or appearance. Allowing buildings to go unrepaired or riddled with graffitti for months detracts from any positive image of the town for business owners looking to relocate.
 22. I've worked in Morehead for over 26 years now and could possibly see myself relocating here for retirement. But I'd want to see it become a vibrant, year round community, not one that shuts down when the summer ends. That requires business, manufacturing and local government support.
 23. The majority of the growth I see is in the restaurant/fast food businesses and expansion of buildings for health care (doctors, hospital). I

believe the future of jobs will be in the health occupations. Carteret Community College should be expanding all its health relation occupations to prepare for the needs in this area. There will be greater needs for senior citizens for health care and activities (i.e., Senior Center), transportation.

Morehead City has a very anti business police state attitude.

Focus is on Seasonal (summer only) Low wage Tourism, and anti business.

25. That's the way they want it. There is plenty of money in the Community to support local business, but the Big Banks suck most of it out of town, and there is little or no support for local hometown start-up tech, or manufacturing.

NEEDS

-For the Town to stop harassing new businesses. Knox boxes, and the utility gauntlet

-Fiber Optic Cable.

-Plain Language Web based index of local and regional subs and suppliers . Link from EDC

- Index of local talent that wants to start up a business.

- Turn part of Community College into a computer tech. resources center.

- A prototype shop at the Community College. Set up a CNC, 3D printing prototyping lab, for people with ideas, (at very little cost.)

- Provide Free fill-in-the-blanks short form Business Plan services for new product / Business Ideas.

- Provide a Free fill-in-the-blanks Business Kick-Start service, to help a person get all the paper work done.

- Provide Venture Investor / Idea marketplace.

- Boat design, and marine product development lab. and technical assistance at CC would help develop new products.

(It is amazing how many new products are introduced at IBEX each year.)

(But? What? No money? ... Of course not... Oh NO ,, it's better to give the ERC funds to Tourism projects?????)

There is plenty of money in the Community to support local business, but the Big Banks suck most of it out of town, and there is little or no organized marketplace for local hometown start-up tech, or manufacturing.

26. Morehead City Streets are Filthy. I last swept the curb from the AB bridge to the Arendell Street Stoplight the Fri. before Valentines .. I filled two 30 gal trash cans with cigarette butts and debris. The town Refuses to sweep the street.
27. we have a great police department, but there are too many blue lights on arendell street. It is bad for our tourist.
28. Morehead City has a done a very good job attracting retail businesses in the last ten years, but in the process created a tremendous eyesore along much of Hwy. 70.
29. In the summer we have the beach. Now we have to pay to park anywhere other than Fort Macon. If we want to do anything other than Walmart or the beach we have to drive to Jacksonville for the malls or nice theater. In the winter it is a ghost town here.
30. Right now downtown Morehead City is an eyesore. I don't understand why the business owners can't see that. Nobody wants to walk up and down Arendell in downtown Morehead City. It's not exactly picturesque. It's too bad because a waterfront should draw customers, not repel them.

31. Higher-paying jobs is my #1 concern.
i feel like this survey was geared mainly towards the opinions of businesses and not as much towards residential folks but commend
32. your efforts for getting input from your citizens.
33. Please remember Downtown MHC.
34. Chill out the cops
35. I don't have the answers. But I have come to love this town, warts and all.
There seems to be little or no effort of co-operation among various business here...When Myrtle Beach became the
golf/suntan/shag/souvenir capitol of the east coast, it was by a concerted effort of lawmakers, businessmen and residents wanting
36. growth to take place.....
Sorry not very helpful. Morehead is a beautiful waterfront city but unfortunately very seasonal. The police force dominates and make
tourist not want to return with all the traffic stops and checkpoints. I have several friends from Raleigh that do not come this way
37. anymore. They are not drinkers! Bad reputation for over zealous police force
The History Place is an integral part of the life of this city - and we intend to make it even moreso in the future. We would hope that
38. MHC would be an ongoing part of that growth and development.
39. I dont stand alone in my oppions. I just hope people speak up instead of thinking its a waist of there time
40. Governmental regulations impede the spirit of natives, thus erasing what is attractive.
41. Thank you for making Morehead city a great town
42. Thank you for the opportunity to address these issues.
43. Thank you for this survey.
Questions 24 and 25 seem deliberately vague. Perhaps this is to push a political point of view that is unpopular with regular citizens. I
44. wouldn't take any answers to those questions seriously unless clarification or specific examples are given.
45. Morehead City needs a stronger position in decisions regarding the port.
46. Answers given not intended to be rigid, but may change, depending upon trends, and conditions.
47. Did not find a place to comment on the restaurants. One reason we love coming to the beach...love the restaurants!!!
48. With hotel and train access to downtown MHC, Morehead City would be a place we all could be proud of and want to show to all.
49. Thanks for doing this.

APPENDIX C – SUMMARY OF STAKEHOLDER SURVEY

Morehead City Strategic Planning Process March 18-20, 2014

29 people were interviewed:

Mark Golitz	Bill Bailey	Michael Lupton	Millie Chalk
Curtis Fleshman	Phillip Collins	Linda Staab	Vernon Small
Dale Britt	David Whitlow	Casey Wagner	Joe Barwick
Alyce Kelly	Sally Lumpkin	Fabian Botta	Jeff Buckel
Dick Brvenik	Daniel Williams	Buff Chalk	Clarke Merrell
Charles Jones	Emily Guthrie	Mary Carlisle Brown	Linda Rike
Chris Freeman	Libby Eaton	Andy Piggott	Dave Eggleston
Matt Fitzpatrick			

Responses (or major themes from the interviews):

- Town is business-friendly, but there is a perception that regulations are burdensome (this perception is stronger with long-term residents than shorter-term residents)
- Plan should give Town more coordinated, unified direction
- Need to improve marketing and create branding for the downtown area
- Cultural arts need expansion, more offerings and opportunities
- Lack of available land, but opportunities for reuse and redevelopment of buildings/properties in the downtown and “midtown” area exists
- Gateways along Hwy 70 (Newport and Beaufort entrances) need aesthetic improvement
- More signage promoting the downtown area is needed, to entice visitors that are headed for the beaches
- More water access and more public docks along the downtown waterfront
- Need more communication between the Town and businesses (public meetings, newsletters, Facebook pages, etc.)
- Quality of life is good overall
- Need a hotel/meeting facility in the downtown area, to bring more people that will support high-end shops and waterfront restaurants
- Chamber of Commerce, Downtown Revitalization, and the EDC need to coordinate and work together better
- The Town needs someone tasked with economic development efforts/branding (or an Economic Development Committee)
- Promote and expand the marine sciences industry, healthcare industry
- Industrial Park needs three things: better road, better fiber optic, and more marketing

APPENDIX D – POPULATION AND HOUSING STATISTICS

Table 1. Historic Population Trends: 2000 – Present

Jurisdiction	2000		2010		2012	
	2000	%	2010	%	Estimate	%
Morehead City	7,691	27.2	8,661	12.6	8,720	0.7
Carteret County	59,383	12.9	66,468	11.9	67,696	1.8
North Carolina	8,049,313	21.4	9,535,483	18.5	9,765,229	2.4

Source: US Census 1990, 2000, 2010, American Community Survey 2008-2012

**Table 2. Percent Change of Population, 1990-2000 and 2000-2010
City, County, and State**

Jurisdiction	Pct Change, 1990-2000	Pct Change, 2000-2010
Morehead City	27.2	12.6
Carteret County	12.9	11.9
North Carolina	21.4	18.5

Source: US Census 1990, 2000, 2010, NC Office of State Budget and Management

Table 3. Households by Type of Household, 2000 – Present

Households By Type	2000		2010		Current	
	Census	%	Census	%	Estimate	%
Family Households	1,984	26.1	2,194	10.6	2,135	-2.7
Nonfamily Households	1,613	46.3	1,920	19.0	2,028	6.1
Total Households	3,597	34.5	4,114	14.4	4,163	1.2

Source: US Census 1990, 2000, 2010, American Community Survey 2008 -2012

Table 4. Average Household Size by Tenure, 2000 – 2012

Occupancy	2000 Avg Household Size	2012 Avg Household Size
Persons Per Unit, Owner-Occupied	2.07	2.01
Persons Per Unit, Renter-Occupied	2.05	2.09
All Occupied Housing Units	2.06	2.05

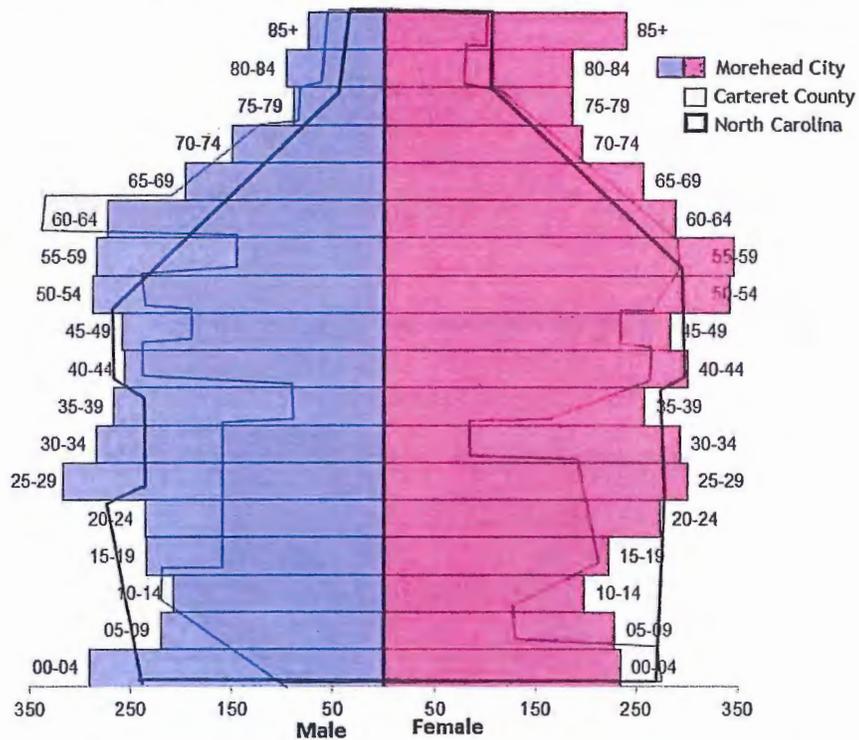
Source: US Census 2000, STF 3, American Community Survey 2008-2012

Table 5. Population by Age 2000-2010

Age Group	2000			2010				
	2000	Town %	County %	State %	2010	Town %	County %	State %
0-4	450	5.9	4.9	6.8	525	6.1	5.9	6.4
5-9	446	5.8	5.6	7.1	449	5.2	4.2	6.5
10-14	413	5.4	6.2	6.9	406	4.7	6.3	6.8
15-19	392	5.1	5.9	7.0	457	5.3	5.7	6.9
20-24	447	5.8	4.5	7.6	510	5.9	5.9	7.0
25-29	560	7.3	5.4	7.7	617	7.1	5.5	6.3
30-34	475	6.2	6.1	8.1	577	6.7	3.9	6.5
35-39	533	6.9	7.6	8.2	525	6.1	4.0	6.5
40-44	524	6.8	8.2	7.6	557	6.4	7.9	7.2
45-49	551	7.2	7.9	6.9	542	6.3	6.7	7.2
50-54	511	6.6	7.8	5.8	630	7.3	8.0	7.1
55-59	407	5.3	6.8	4.6	630	7.3	6.9	6.5
60-64	384	5.0	5.9	3.9	561	6.5	9.5	5.8
65-69	325	4.2	5.4	3.4	454	5.2	6.8	4.3
70-74	397	5.2	4.7	2.9	347	4.0	4.5	3.3
75-79	365	4.7	3.6	2.6	276	3.2	3.2	2.5
80-84	272	3.5	2.0	1.6	283	3.3	2.2	1.7
85+	239	3.1	1.6	1.3	315	3.6	2.5	1.6
Total	7,691	100	100	100	8,661	100	100	100
Median Age	-	41.1	42.3	35.3	-	42.1	45.8	37.4

Source: US Census
2000, 2010

**Figure 1.
Population
Pyramid**



Population By Race

Table 6. Racial Composition of the Population – 2000 to Present

Race	2000	%	2010	%	Current	%
White	6,284	81.7	7,102	82.0	7,197	82.5
Black or African American	1,075	14.0	931	10.7	1,139	13.1
American Indian & Alaska Native	51	0.7	46	0.5	64	0.7
Asian	59	0.8	136	1.6	157	1.8
Native Hawaiian/Pacific Islander	3	0.0	21	0.2	0	-
Other Race	87	1.1	207	2.4	76	0.9
Two or more races	132	1.7	218	2.5	87	1.0
Total	7,691	-	8,661	-	8,720	-

Source: US Census 2000, 2010, American Community Survey 2008-2012

Table 7. Hispanic or Latino Population – 2000 to Present

Origin	2000	%	2010	%	Current	%
Not Hispanic	7,511	97.7	8,093	93.1	8,560	98.2
Hispanic or Latino (of any race)	180	2.3	598	6.9	160	1.8
Total Population	7,691	-	8,661	-	8,720	-

Source: US Census 2000, 2010, American Community Survey 2008-2012

Table 8. Educational Attainment – 2000 to Present

Educational Attainment	2000	%	2010	%	Current	%
Less than 9 th Grade	453	8.1	285	4.5	206	3.2
9 th to 12 th Grade (No Diploma)	660	11.8	236	3.7	336	5.3
High School Graduate (Or Equivalent)	1,467	26.2	1,814	28.3	1,559	24.4
Some College (no degree)	1,474	26.3	1,748	27.3	1,850	29.0
Associate Degree	381	6.8	643	10.0	616	9.7
Bachelor's Degree	867	15.5	1,066	16.7	1,293	20.3
Graduate or Professional Degree	299	5.3	609	9.5	523	8.2
Total Adult Population (≥ 25 Yrs Old)	5,601	-	6,401	-	6,383	-

Source: US Census 2000, 2010, American Community Survey 2008-2012

**Table 9. Comparison of Median Family Income – 2012
Town, County, and State**

Income	2008 - 2012		
	Morehead City	Carteret County	State
Median Family Income (\$)	52,827	58,011	57,146
Median Household Income (\$)	36,512	47,506	46,450
Per Capita Personal Income	27,374	27,566	25,285
Percent in Poverty	19.5	14.1	16.8

Source: US Census American Community Survey 2008-2012

**Table 10. Number of Households by Income Grouping – 2012
Town and County**

Income	Morehead City		Carteret County	
	Households	% Total	Households	% Total
		Households		Households
Less than \$10,000	456	11.0	1,916	6.8
\$10,000 to \$14,999	427	10.3	1,770	6.3
\$15,000 to \$24,999	507	12.2	3,088	10.9
\$25,000 to \$34,999	576	13.8	3,543	12.5
\$35,000 to \$49,999	816	19.6	4,764	16.9
\$50,000 to \$74,999	506	12.2	5,095	18.0
\$75,000 to \$99,999	266	6.4	3,734	13.2
\$100,000 to \$149,999	352	8.5	2,456	8.7
\$150,000 to \$199,999	183	4.4	1,122	4.0
\$200,000 or more	74	1.8	747	2.6
Total Households	4,163	-	28,235	-

Source: US Census American Community Survey 2008-2012

Table 11. Types of Housing Units, 2000 – 2012

Types of Unit	Units 2000	%	Units 2012	%
One Family, Detached	2,525	58.6	2,624	47.3
One Family, Attached	207	4.8	381	6.9
Multiple Family	1,285	29.8	2,057	37.0
Mobile Home	291	6.8	486	8.8
Total Housing Units	4,308	-	5,548	-

Source: US Census 2000, STF 3, American Community Survey 2008-2012

Table 12. Occupancy and Vacancy of Housing Units, 2000 – 2012

Status	Units 2000	%	Units 2012	%
Occupied	3,597	83.7	4,163	75.0
Vacant	699	16.3	1,385	25.0
Total Units	4,296	-	5,548	-

Source: US Census 2000, STF 3, American Community Survey 2008-2012

Table 13. Owner and Renter Occupied Housing Units, 2000 – 2012

Occupancy of Units	Units 2000	%	Units 2012	%
Owner	1,997	55.5	2,124	51.0
Renter	1,600	44.5	2,039	49.0
Total Occupied	3,597	-	4,163	-

Source: US Census 2000, STF 3, American Community Survey 2008-2012 using Units

Table 14. Age of Housing Units, 2012

Year Structure Built	Morehead City	%	County	%	State %
Built 2010 or Later	10	0.2	109	0.2	0.4
Built 2000 to 2009	877	15.8	7,652	15.9	19.8
Built 1990 to 1999	811	14.6	10,275	21.3	20.8
Built 1980 to 1989	990	17.8	12,075	25.1	16.6
Built 1970 to 1979	699	12.6	8,058	16.7	14.8
Built 1960 to 1969	424	7.6	3,485	7.2	9.9
Built 1950 to 1959	698	12.6	2,730	5.7	7.8
Built 1940 to 1949	465	8.4	1,745	3.6	4.1
Built 1939 or Earlier	574	10.3	2,019	4.2	5.8
Median Home Value	188,000	-	207,600	-	153,600
Total Housing Units	5,548	-	48,148	-	-

Source: US Census American Community Survey 2008-2012

Table 15. Value of Specified Owner-Occupied Housing Units

Range of Value	2000		2012		
	Units	%	Units	%	State %
Less than \$50,000	95	5.6	145	6.8	9.7
\$50,000 to \$99,999	690	40.4	74	3.5	18.1
\$100,000 to \$149,999	471	27.6	453	21.3	20.6
\$150,000 to \$199,999	167	9.8	481	22.6	17.4
\$200,000 to \$299,999	88	5.1	478	22.5	17.3
\$300,000 to \$499,999	85	5.0	395	18.6	11.4
\$500,000 to \$999,999	113	6.6	85	4.0	4.4
\$1,000,000 or more	0	0	13	0.6	1.0
Total Owner-Occupied Housing Units	1,709	-	2,124	-	-
Median (dollars)	\$108,300	-	\$188,000	-	\$153,600

Source: US Census 2000, STF 3, American Community Survey 2008-2012

Table 16. Gross Rent, Specified Renter-Occupied Housing Units

Gross Rent (\$)	2000		2012		
	Units	%	Units	%	State %
Less than \$200	174	10.8	115	5.9	2.1
\$200 to \$299	66	4.1	93	4.8	3.2
\$300 to \$499	493	30.6	204	10.5	10.4
\$500 to \$749	598	37.1	887	45.6	33.0
\$750 to \$999	148	9.2	345	17.7	28.3
\$1,000 to \$1,499	35	2.2	196	10.1	18.6
\$1,500 or more	0	0.0	107	5.5	4.4
Total Occupied Units Paying Rent	1,611	-	1,947	-	-
Median (dollars)	\$548	-	\$648	-	\$759

Source: US Census 2000, STF 3, American Community Survey 2008-2012

Table 17. Monthly Owner Costs as a Percentage of Household Income – 2012
Monthly Owner Costs as a Percentage of Household Income **Specified Owner-Occupied Housing Units** **% of Units**

Less than 20 percent	477	39.0
20.0 to 24.9 percent	96	7.8
25.0 to 29.9 percent	212	17.3
30.0 to 34.9 percent	140	11.4
35.0 percent or more	298	24.4
Total Units With a Mortgage	1,223	-

Source: US Census American Community Survey 2008-2012

Table 18. Gross Rent as a Percentage of Household Income, 2012
Gross Rent as a Percentage of Household Income **Specified Renter-Occupied Housing Units** **% of Units**

Less than 15 percent	260	13.4
15.0 to 19.9 percent	328	16.8
20.0 to 24.9 percent	144	7.4
25.0 to 29.9 percent	319	16.4
30.0 to 34.9 percent	135	6.9
35.0 percent or more	761	39.1
Occupied Units Paying Rent	1,947	-

Source: US Census American Community Survey 2008-2012

Table 19. Labor Force Participation, 2000 to Present

Labor Force Status	2000		2012	
	Persons 16 Years and Older	% Total 16 Years and Older	Persons 16 Years and Older	% Total 16 Years and Older
In Labor Force	3,788	60.2	4,568	64.0
Not in Labor Force	2,503	39.8	2,568	36.0
Total 16+ Years	6,291	-	7,136	-

Source: US Census 2000, STF 3, American Community Survey 2008-2012

Table 20. Employment Status of the Labor Force, 2000 to Present

Labor Force Status	2000	%	2012	%
Employed	3,394	54.0	3,978	55.7
Unemployed	288	4.6	474	6.6
Total 16+ Years	3,682	-	4,568	-

Source: US Census 2000, STF 3, American Community Survey 2008-2012

Table 21. Comparison of Employment by Occupation – 2012

Occupation	Morehead City	Town %	County %	State %	U.S. %
Managerial professional, and related	1,439	36.2	31.3	35.3	35.9
Service	864	21.7	20.2	17.1	17.8
Sales and office	777	19.5	23.2	24.0	24.9
Natural resources, construction, and maintenance occupations	429	10.8	14.9	10.1	9.3
Production, transportation, and material moving	469	11.8	10.4	13.5	12.1
Total	3,978	-	-	-	-

Source: US Census American Community Survey 2008-2012

Table 22. Comparison of Employment by Industry – 2012

Industry	Morehead City	Town %	County %	State %	U.S. %
Agriculture, forestry, fishing and hunting, and mining	27	0.7	1.6	1.5	1.9
Construction	174	4.4	9.8	7.3	6.5
Manufacturing	224	5.6	6.7	12.8	10.6
Wholesale trade	132	3.3	2.0	2.9	2.8
Retail trade					
Transportation and warehousing and utilities	291	7.3	4.7	4.3	5.0
Information	22	0.6	1.6	1.8	2.2
Finance, insurance, real estate and rental and leasing	254	6.4	5.7	6.4	6.7
Professional, scientific, management, administrative, and waste management	332	8.3	10.1	9.6	10.7
Educational, health and social services	1,000	25.1	20.0	23.4	22.9
Arts, entertainment, recreation, accommodation and food services	583	14.7	12.6	9.0	9.2
Other services (except public administration)	200	5.0	4.9	4.9	4.9
Public administration	316	7.9	7.7	4.4	4.9
Total	2,998	-	-	-	-

Source: US Census American Community Survey 2008-2012

2011 – 2012 Per Pupil Expenditure (+ Child Nutrition): \$8,615
(Statewide Ranking: 68 out of 116 school systems, 1 is highest and 116 is lowest)

2011 – 2012 Per Pupil Average Capital Outlay: \$1,249
(Statewide Ranking: 9 out of 116)
Source: North Carolina Public Schools Statistical Profile 2012, NC Dept of Public Instruction)

Schools:

Morehead Primary (PreK – 5th grade)
Morehead Elementary (PreK – 5th grade)
Morehead Middle School (grades 6-8)
West Carteret High School (grades 9-12)

Infrastructure

Wastewater Treatment Capacity: 2.5 million gallons per day (MGD) Reuse Quality Tertiary Wastewater Treatment Plant

Water Service:

Town of Morehead City – 2.5 million gallons per day (MGD)

Telephone Service:

CenturyLink, Time-Warner Cable

Mobile Carriers:

Verizon, AT&T, US Cellular

Internet Services:

CenturyLink, Time-Warner Cable

Electric Service:

Progress Energy, Carteret-Craven Electric Cooperative

Nearest Interstate:

I-40 in Wilmington, NC
I-95 in Smithfield, NC

Major Highways:

US 70
NC 24

Nearest Airports:

Michael J. Smith Field MRH (Beaufort, general aviation, 5 miles away)
Coastal Carolina Regional Airport EWN (New Bern, 34 miles away)
Albert J. Ellis Airport OAJ (Jacksonville, 59 miles away)
Pitt-Greenville Airport PGV (Greenville, 82 miles away)

Raleigh-Durham International Airport RDU (164 miles away)

Tax Information:

34.5 cents/\$100 of assessed value

APPENDIX E – SUMMARY OF CAPTURE AND LEAKAGE DATA

Summary Demographics

2013 Population	8,878
2013 Households	4,228
2013 Median Disposable Income	31,760
2013 Per Capital Income	25,469

Industry Summary

		Retail Potential	Retail Sales		
Total Retail Trade and Food and Drink	44-45, 722	\$92,388,931	\$418,674,982	(\$326,286,051)	206
Total Retail Trade	44-45	\$83,122,257	\$382,778,617	(\$299,656,360)	171
Total Food and Drink	722	\$9,266,674	\$35,896,365	(\$26,629,691)	35

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,021,998	\$47,129,209	-\$31,107,211	20
Automotive Dealers	4411	\$13,715,217	\$36,982,989	-\$23,267,772	7
Other Motor Vehicle Dealers	4412	\$876,662	\$2,954,091	-\$2,077,429	8
Auto Parts, Accessories & Tire Stores	4413	\$1,430,119	\$7,192,129	-\$5,762,010	5
Furniture & Home Furnishings Stores	442	\$1,916,836	\$4,938,738	-\$3,021,902	10
Furniture Stores	4421	\$1,088,657	\$3,513,825	-\$2,425,168	5
Home Furnishings Stores	4422	\$828,179	\$1,424,913	-\$596,734	5
Electronics & Appliance Stores	4431	\$2,317,961	\$6,355,783	-\$4,037,822	5
Bldg Materials, Garden Equip & Supply Stores	444	\$2,969,745	\$19,827,095	-\$16,857,350	9
Bldg Materials & Supplies Dealers	4441	\$2,535,060	\$19,827,095	-\$17,292,035	9
Lawn & Garden Equip & Supply Stores	4442	\$434,685	\$0	\$434,685	0
Food & Beverage Stores	445	\$13,216,002	\$40,780,420	-\$27,564,418	17
Grocery Stores	4451	\$12,552,101	\$39,399,918	-\$26,847,817	11
Specialty Food Stores	4452	\$229,430	\$563,405	-\$333,975	5

Beer, Wine & Liquor Stores	4453	\$434,471	\$817,097	-\$382,626	1
Health & Personal Care Stores	4464461	\$7,458,540	\$107,911,938	-\$100,453,398	14
Gasoline Stations	4474471	\$9,418,485	\$28,281,820	-\$18,863,335	6
Clothing & Clothing Accessories Stores	448	\$5,090,785	\$4,589,718	\$501,067	17
Clothing Stores	4481	\$3,639,431	\$2,721,925	\$917,506	10
Shoe Stores	4482	\$717,221	\$1,176,234	-\$459,013	3
Jewelry, Luggage & Leather Goods Stores	4483	\$734,133	\$691,559	\$42,574	4
Sporting Goods, Hobby, Book & Music Stores	451	\$1,869,549	\$3,163,368	-\$1,293,819	15
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,375,512	\$2,855,152	-\$1,479,640	13
Book, Periodical & Music Stores	4512	\$494,037	\$308,216	\$185,821	2
General Merchandise Stores	452	\$16,085,041	\$106,372,632	-\$90,287,591	7
Department Stores Excluding Leased Depts	4521	\$5,464,732	\$3,235,704	\$2,229,028	3
Other General Merchandise Stores	4529	\$10,620,309	\$103,136,928	-\$92,516,619	4
Miscellaneous Store Retailers	453	\$2,122,356	\$5,666,161	-\$3,543,805	45
Florists	4531	\$106,695	\$625,906	-\$519,211	5
Office Supplies, Stationery & Gift Stores	4532	\$568,258	\$2,591,918	-\$2,023,660	14
Used Merchandise Stores	4533	\$219,658	\$686,826	-\$467,168	10
Other Miscellaneous Store Retailers	4539	\$1,227,745	\$1,761,511	-\$533,766	16
Nonstore Retailers	454	\$4,634,959	\$7,761,735	-\$3,126,776	6
Electronic Shopping & Mail-Order Houses	4541	\$3,374,112	\$1,252,569	\$2,121,543	1
Vending Machine Operators	4542	\$216,102	\$83,355	\$132,747	1
Direct Selling Establishments	4543	\$1,044,745	\$6,425,811	-\$5,381,066	4
Food Services & Drinking Places	722	\$9,266,674	\$35,896,365	-\$26,629,691	35
Full-Service Restaurants	7221	\$3,600,454	\$15,478,121	-\$11,877,667	16
Limited-Service Eating Places	7222	\$4,816,899	\$19,029,821	-\$14,212,922	14
Special Food Services	7223	\$211,788	\$0	\$211,788	0
Drinking Places - Alcoholic Beverages	7224	\$637,533	\$1,388,423	-\$750,890	5

Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected consumer spend by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail Marketplace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

TOWN OF MOREHEAD CITY

REQUEST FOR TOWN COUNCIL ACTION

**AGENDA ITEM: V.
DATE: November 12, 2014**

TO: The Honorable Mayor and Town Council

FROM: David S. Whitlow, City Manager

SUBJECT: Citizen Requests/Comments

Background Information Attached: Yes No X

**Board Action: Approved: 1st: _____ 2nd: _____
VOTE: Ayes _____ Naves _____ Postponed/Tabled _____**

TOWN OF MOREHEAD CITY

REQUEST FOR TOWN COUNCIL ACTION

**AGENDA ITEM: VI.
DATE: November 12, 2014**

TO: The Honorable Mayor and Town Council

FROM: David S. Whitlow, City Manager

SUBJECT: City Manager's Report

Background Information Attached: Yes No X

**Board Action: Approved: 1st: _____ 2nd: _____
VOTE: Ayes _____ Nays _____ Postponed/Tabled _____**

TOWN OF MOREHEAD CITY

**AGENDA ITEM: VII.
DATE: November 12, 2014**

REQUEST FOR TOWN COUNCIL ACTION

TO: The Honorable Mayor and Town Council

FROM: David S. Whitlow, City Manager

SUBJECT: Council Requests/Comments

Background Information Attached: Yes No X

**Board Action: Approved: 1st: _____ 2nd: _____
VOTE: Ayes _____ Nays _____ Postponed/Tabled _____**